

UNIVERSITY MICROFILMS
313 NORTH FIRST ST.
ANN ARBOR, MICH.

June 1957

50¢ per copy \$3 per year

Manufacturers record

THE INDUSTRIAL SOUTH AND SOUTHWEST

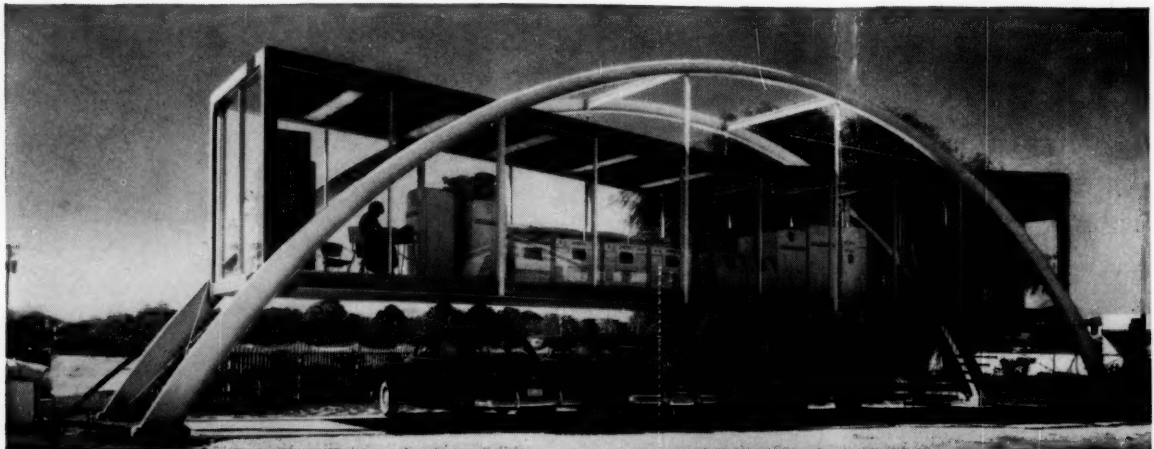
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Southern Newspaper Publishers Association Officials Tom Tanner, seated, and Walter Johnson, Jr., discuss SNPA. See Page 28.

A CONWAY PUBLICATION EST. 1882

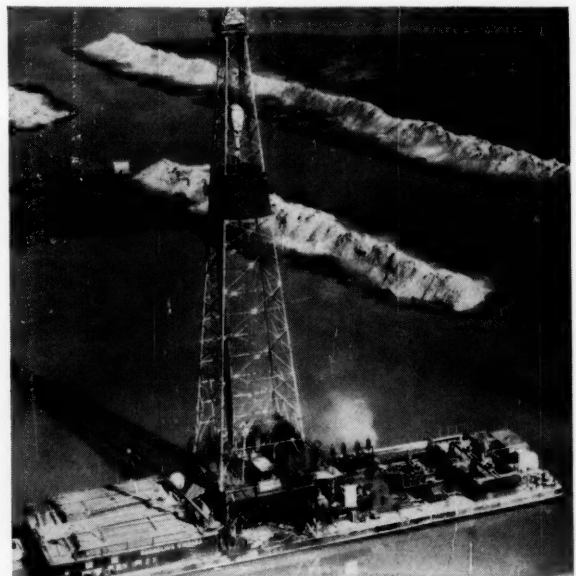
The South builds better with Steel



Showroom on a Bridge. A New Orleans gas company wanted a striking design for its new appliance showroom, so the architects came up with this shopper-stopper. Made entirely of steel except for the window area, the material was supplied by Tennessee Coal & Iron Division.



Comprehensive Trackwork Installation shown at the King's Bay Ammunition Terminal at Saint Marys, Georgia, includes frogs, switches, switch stands, guard rails, straight rails, tie plates and other track accessories—all manufactured and supplied on a quick delivery basis by TCI.



"The best drilling line we've ever used," says the tool pusher in speaking of the 3,500' Tiger Brand 1 1/4" Wire Rope line on the O'Meara & Sterling Drilling Barge No. 1. The picture above shows this barge drilling near the south end of Timbolier Bay, Terrebonne Parish, Louisiana.

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- Concrete reinforcing bars, reinforcing mesh.
- Electric welded reinforcing fabric.
- Black, galvanized and special finish sheets.
- Rails, track accessories, wheels, axles, forgings.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Tiger Brand wire rope and strand.
- Tiger Brand electrical wire and cable.
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UNITED STATES STEEL

Manufacturers record

NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 126 June 1957 Number 6



Issued monthly, except semi-monthly in May (13 issues a year), by Conway Publications. Editorial and business office, Conway Building, North Atlanta 19, Ga. Publication office, 109 Market Place, Baltimore 2, Md. Official publication of the Southern Association of Science and Industry, Inc.

H. McKINLEY CONWAY, JR.
Editor and Publisher
JOUETT DAVENPORT, JR.
Managing Editor

J. W. Pruett, Jr. Art Director
Josie Lucchese Editorial Asst.
Beth Friedman Chief Researcher
Guy H. Tucker Adv. Research Dir.
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Sadie M. Kelly Adv. Asst.
Joyce Langley Circulation Asst.
R. K. Conway Business Mgr.
Elizabeth Edwards Business Asst.
Helen Harper Business Asst.

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BALTIMORE — Harold L. Sorrell, Production Manager, 109 Market Place, Tel. Lexington 9-7065.

CHICAGO — Harley L. Ward, Inc., Advertising Representatives, 360 N. Michigan Avenue, Tel. Central 6-6269. Douglas H. Donahoe and Ed Crilly, Representatives.

LOS ANGELES — Duncan A. Scott & Company, Advertising Representatives, 2978 Wilshire Boulevard, Tel. Dunkirk 8-4151. Peter Schulz, Representative.

NEW YORK — A. B. McClanahan, Advertising Representatives, 295 Madison Ave., N. Y. Tel. Lexington 2-1234.

ORLANDO — Charles Layng, Associate Editor and Executive Representative, 714 Oak Avenue, Tel. 2-3244.

SAN FRANCISCO — Duncan A. Scott & Company, Advertising Representatives, Penthouse, Mills Building, Tel. Garfield 1-7950. Cyril B. Jobson, Representative.

WASHINGTON, D. C. — Caldwell R. Walker, Washington Correspondent and Associate Editor, 2415 E. Street, N. W., Tel. District 7-3727.

A subscription to MANUFACTURERS RECORD is included in the dues of all members of SASI. The subscription rate for libraries or non-members is \$3 per year in the U.S.A. and possessions, \$4 to other countries. Single copies 50¢, back numbers \$1. Entered as second class matter at Baltimore, Md. under the act of March 3, 1879.

Subscribers to the RECORD receive without additional cost the annual SOUTHERN INDUSTRIAL DIRECTORY and the BLUE BOOK OF SOUTHERN PROGRESS when issued. Other Conway Publications include INDUSTRIAL DEVELOPMENT, the national magazine of area analysis and business site selection, and the SITE SELECTION HANDBOOK. All correspondence should be addressed to Conway Publications, North Atlanta 19, Ga.

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June, 1957

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IF IT'S EXPOSED TO RUST—
HAVE IT

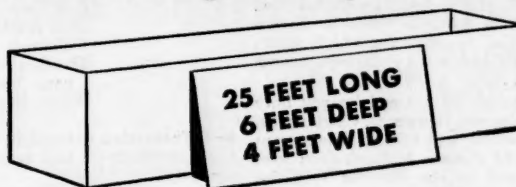
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LETTERS

SIRS: William W. Hersey, my counterpart at Dallas, and I are considering a project which first must meet the approval of the Conway organization. We would like to have permission to reprint the article you prepared on "Ford in the South" and which appeared in the April issue of MANUFACTURERS RECORD. We, of course, would give credit to the source.

The reprints would be mailed to Ford, Lincoln and Mercury dealers in the South with a cover letter from the facing district sales manager. The dealers in turn would be encouraged to order similar reprints for distribution to their important contracts. We presently are considering several methods of reprinting and will decide upon one when we may receive permission from the Conway Publications to go ahead . . .

Hayes Holmes,
Southern Public Relations
Manager
Ford Motor Company
Atlanta 3, Georgia

► Permission gladly granted.

SIRS: In a recent issue you carried an article on the city of Charlotte. I would like very much to have an additional copy of this article or another copy of the magazine in which it appeared. If you have this, please send it to me.

Welsford Bishopric,
Treasurer
Spray Cotton Mills
Spray, North Carolina

► Copy sent.

SIRS: You follow the very interesting transportation article in your March, 1957, issue, with a listing of the manufacturers in the South which deal directly with transportation and transportation equipment . . . You omitted . . . Southern Coach Mfg. Co., Evergreen; Fontaine Truck Equipment Co., Birmingham, and Standard Forge & Axle Co., Montgomery. In addition there is Hardie Tynes Mfg. Co., Birmingham, which manufactures hoists and marine engines, among other things . . .

In your special feature articles you have covered the Newport News area, Chattanooga, Jackson, Charlotte and others. I hope you will get around to some Alabama town soon and that it will be one like the Tri-Cities (Florence - Sheffield - Tusculumbia), Decatur, Huntsville, Gadsden, Tuscaloosa, or maybe Mobile, rather than big Birmingham.

John E. Bomar
1812 K Street, N.W.
Washington 6, D. C.

SIRS: We would appreciate it if you would tell us what it would cost us to have 1,000 reprints of the article on page 32 of your April, 1957 issue: "Southern Pine Is Big Business" . . .

T. L. Latané Temple, III
Vice President
Southern Pine Lumber
Company
Diboll, Texas

► Information sent.

SIRS: We certainly do appreciate the very fine treatment MANUFACTURERS RECORD gave the Southern Pine lumber industry in your April issue. The layout was excellent and we

were especially grateful for the space devoted to the important subject of high lumber standards.

All home owners are certainly entitled to properly manufactured, properly seasoned and graded lumber in their homes and the stress your magazine placed on this vital matter was a real public service. Also the article undoubtedly will stimulate general interest in the economic importance of the lumber industry of the South . . .

John M. Collier
Director of Publicity
Southern Pine Association
New Orleans 4, Louisiana

SIRS: I have an idea for a desk calendar that I would like to manufacture and design on the market. But I need some help in designing the product and also in the choice of the best materials for the component parts.

Do you know the name of a reliable company that will work with and help put this idea into blueprint form? If you could furnish this information or advise from whom it might be obtained it would be greatly appreciated . . .

J. C. Anderson
Anderson Realty Company
Columbus, Georgia

► Anyone have any ideas?

SIRS: The March issue of MANUFACTURERS RECORD contains on page seven, articles abstracted from 70 years ago. Under the listings of various new ventures and enlargements in column two appears the following, "Enlargement of Askew's Paper Mill at Raleigh."

Would it be possible that you have some additional information in your files concerning this paper mill. It is my thought that perhaps an old issue of the magazine may contain some further item on this paper mill at Raleigh . . .

J. E. Dain
Dilts Machine Works
Division
The Black-Clawson Company, Inc.
Fulton, New York

► Information printed in the March MR is all to which we had access in this matter.

SIRS: Over the years I have thoroughly enjoyed your splendid publication. Your April 1957 edition was especially interesting to me because of the numerous articles about the construction of new industrial installations in the South. I would like to point out, however, that none of these plants could have been constructed without the technical know-how of the construction industry. With one or two exceptions, there was no mention in your articles about the general contractors who actually built the plants.

Industrial progress in the South has and will continue to depend on the skill, responsibility and integrity of the South's great construction industry. At present the industry is fully capable of meeting all construction needs from the smallest home to the multi-million dollar factory, road or dam.

This vital industry deserves credit which you and your fine publication can give by mentioning the names of the general contracting firms that risk their money, time and effort so that other industries moving South

can be provided with factory buildings and the necessary homes, schools, churches, hospitals, roads and public utilities.

Robert Pattern, Managing
Director
Carolinas Branch
The Associated General
Contractors of America,
Inc.
Charlotte, North Carolina

SIRS: In your April, 1957 issue you have a very excellent industrial survey on protective coatings. I was much impressed by the detail and completeness of the coverage which you have given this field.

There is one item I'd like to call your attention to, and this is, in the complete listing of Southern firms engaged directly or indirectly in production of paints and other protective coatings, you have overlooked our company, the James Bute Company, 711 William Street, Houston, Texas, manufacturers of paints, enamels and varnishes. This is a ninety-year-old company and has been in business over the years distributing throughout the Southwest. We are manufacturers of Bute and Colorizer paints and would like to be listed as such . . .

L. B. Odell, president
James Bute Company
Houston, Texas

SIRS: We note with interest your article in MANUFACTURERS RECORD, April, 1957, issue entitled "Protective Coatings." We note on page 47, which was at the end of the above mentioned article, a list of protective coatings companies; these companies were listed by states.

It is very difficult for us to understand how our name could have been omitted from your list as we are one of the oldest manufacturers of protective coatings in the South. We are celebrating our 50th anniversary this year, having been manufacturing since 1907.

In addition to a complete line of exterior and interior paints made from a base of oil, alkyds and PVA, we also manufacture a complete line of roof materials manufactured from cotton-seed gum . . .

Ben F. Pearson,
vice president
Southport Paint Company,
Inc.
Savannah, Ga.

SIRS: We thoroughly enjoyed receiving the issues of MANUFACTURERS RECORD, and find so many of your articles interesting. We note in your April issue under Protective Coatings Companies listed, and we are not included in this classification. We have been paint manufacturers in the City of Richmond for approximately sixty years, and would like the pleasure of being listed under the heading of Virginia. For information, we have a plant in Richmond, Va., also a Branch, and Branches in Roanoke and Bristol, Virginia. We would be listed under Code B.

O. C. Gregory, Jr., President
Sampson Paint and Color
Co., Inc.
Richmond 4, Virginia

SIRS: Congratulations on your article on the subject "Protective Coatings" which appeared in the April issue of your publication.

LETTERS

We would like to point out that vitreous enamel, which was one of the coatings mentioned in your article, has two spokesmen in the South—the Porcelain Enamel Institute in Washington, D. C., and our own company which was the world's first commercial producer of porcelain enamel frits.

Although vitreous enamel received only slight mention in your article, it remains one of the most superior coatings to protect metal products that exists today.

Thomas S. Hook, public relations director
Pemco Corporation
Baltimore, Maryland

SIRS: We are and have been quality paint manufacturers at this location for fifty-four years. You cannot be unaware of our existence since we have been subscribers to your magazine for a great many years. We are at a loss to understand, therefore, why we are not listed under paint manufacturers in Kentucky listed on page 48 in the April issue.

L. E. First, President
Louisville Paint Mfg. Co.
Louisville, Kentucky

SIRS: Your April 1957 issue carries a feature article on Protective Coatings, followed by a list of manufacturers of protective coatings in the South. May we respectfully request an explanation of why many bonafide paint, varnish and lacquer manufacturers were not included in this list, and inquire as to how such concerns would go about having their names added to the list(?)

Under the Texas heading, our own concern is not listed, nor is for example, James Bute Co., El Paso; nor Gulf States Paint Co., Houston, and even though you feature a photo of the new Minnesota Paint Plant at Dallas, you neglect to include them in this listing. You do, however, list such concerns as National Lead Co., Dallas, which does not manufacture paint or protective coatings at its Dallas plant, but is merely a warehouse for its products manufactured elsewhere.

We do not believe this list is of value when so many errors are apparent. We trust this does not reflect the accuracy of your reporting on other subjects. It does, however, show very poor effort on (the) part of your "research staff" that compiled this listing. We will be most happy to give them necessary source material if they desire it. . . .

John W. Nee
Briner Paint Mfg. Co.
Corpus Christi, Texas

► The letters pointing to omissions in the Protective Coatings listings have been answered personally. Each of these firms employ less than 50 persons, and were not listed for that reason. This is no reflection on the research personnel, who compiled the list. It was not made clear that companies with less than 50 employees were, because of lack of space, being omitted. The editorial department apologizes for this, and will make this fact evident in all forthcoming issues in which particular plant listings may be carried.

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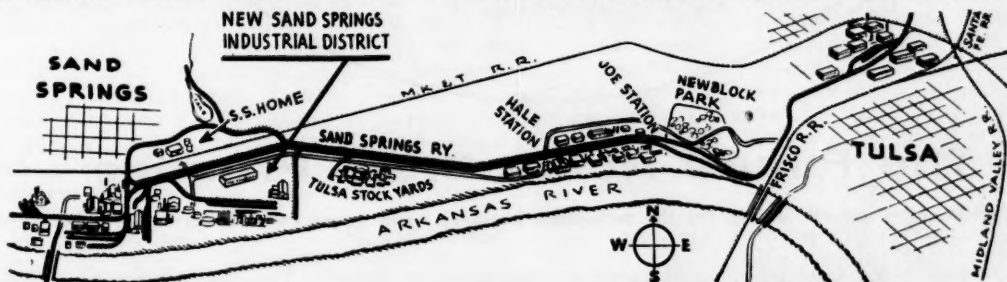
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WHO THEY ARE . . .

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WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

WHY? FACTORY SITES • TRACKAGE • WAREHOUSES • ABUNDANT WATER
• NATURAL GAS • ELECTRIC POWER • SATISFACTORY LABOR-LIVING
CONDITIONS • COMPLETE BELT-LINE FREIGHT SERVICE — Direct connections with Frisco, Santa Fe, Katy and Midland Valley Railroads.

Write for Complete Information

SAND SPRINGS HOME INDUSTRIAL DEPT., SAND SPRINGS, OKLA.



The Telephone Waveguide is one of the many new things that will help to give you better, faster service. We expect a pair of these specially designed tubes may be capable of transmitting electrical waves vibrating up to 70,000 million times a second and may carry as many as 400,000 telephone conversations or hundreds of TV pictures at one time.

The Future Holds Great Promise

There is far-reaching growth ahead for the telephone business, with many new things for telephone users.

Telephone growth has been tremendous in recent years. And there is much more to come.

Since 1940 the number of households in the United States has increased about one-third. But here's a significant fact. The number of households with telephones has increased over two-and-a-half times!

The future increase in population alone will bring new growth to the telephone business. But there will also be a greater use of the telephone and more telephones around the house. This will be accelerated by new services and equipment for every need and location.

An important part of our service in the not too distant future will be a wider range of telephones from which our customers can choose. They will be of varied sizes, styles and colors for the particular needs of the living room, bedroom, kitchen, recreation room, etc.

Recent major developments in new and improved service give promise of much future growth.

The inauguration of service on the underseas cables to Great Britain and to Alaska has already brought large increases in traffic. Another cable system is under construction from the United States to Hawaii.

The coming years will also see a great increase in the use of Bell System lines for data transmission. Another new and growing field is the transmission of special TV programs over closed circuits to theaters, hospitals, branch offices, etc.

Each new development means not only better service for the public and business but broader opportunities for the telephone company. As we make our services more convenient and valuable, we also increase their use by more and more people.

Working together to bring people together
BELL TELEPHONE SYSTEM



The rapid industrialization of the South, particularly marked during the past decade, shows every indication of continuing for an indefinite period.

Obviously favorable factors which have contributed, and will continue to contribute to this growth are such things as the region's extensive natural advantages and its work force that is unusually adept at learning new skills.

However, even though continued development is just about inevitable, the rate at which expansion will continue could be slowed by some factors in which the South needs to show considerably more improvement.

This was brought out the other day during a luncheon chat we had with Clayton P. Fisher of New York, consultant on Business Climate Development in General Electric Company's Personnel Practices and Community Relations Services.

Mr. Fisher made it clear that the region's credits have improved to the point where they far outweigh the debits. Witness the fact that G-E has seen fit to locate some 22 of its manufacturing units in the South and is likely to build more here.

But, the industrial development expert observed, the South still needs to improve its very vital school system. Specifically, he noted, expenditures per pupil in the educational systems of several Southern states are under the national average, and this is a condition which might deter some manufacturers—those concerned with the whole economic picture of a specific area—from locating in the region.

Remarkable progress has been made, of course, during the past few years in the amount of money the Southern states have been able to invest in education, but the challenge remains for the South to redouble its efforts to bring all of its schools up to fit the pattern of the nation's best.

It takes people to make any area a

good place in which to live and work, and the higher the level of education of the people, the faster the area's whole, well-rounded development can occur.

Steel Expansion

An encouraging bit of intelligence from the American Iron and Steel Institute shows that the South has made outstanding strides in the growth of its steel industry.

In Texas, for example, capacity of hot rolled steel production has risen from 478,500 net tons in 1948 to 1,579,550, now a gain of 230 per cent. Kentucky, the Institute said further, now has capacity for 1,359,000 net tons of hot rolled steel products, a 145 per cent increase in nine years.

Mississippi, it was noted, with new capacity in concrete reinforcing bars and light structural shapes, is one of the three recent additions to the national steel industry scene. Arkansas and Louisiana, with electric weld pipe capacity, are the other two newcomers.

Mills in Georgia have capacity for heavy structural shapes which they did not have as recently as 1954, while Florida is now rated in capacities for all categories of wire and wire products, having added nails and staples, barbed wire and bale ties since 1954.

The Institute added that Texas has the largest electric-weld pipe capacity in the United States. This product is made largely from steel plates and is widely used for transporting oil and gas.

New Business

Another heartening message comes from the Seaboard Railroad's John W. Smith. At the line's recent annual meeting of stockholders, he observed that the Southeastern section of the country continues to be an outstanding area for the location of new business ventures.

Reporting no let-up in the industrial

growth taking place in Seaboard's territory, the railroad executive said interest in the area as a location for new enterprises is very high, and he predicted that a sizable number of new industries would be established along the company's lines this year.

The Seaboard's 4,000-mile rail system serves Virginia, the Carolinas, Georgia, Florida and Alabama.

Growth of this sort illustrates the excellent job that railroads all over the South are doing to promote the region's advantages and to aid industry in setting up new plants and new distribution facilities.

Distinguished Citizen

The news that Dr. Stewart J. Lloyd had received the Herty Medal was cause for a special feeling of pride throughout the South, for Dr. Lloyd has given close to 50 years to the development of chemistry in the region. A former president of the Southern Association of Science and industry, he has had a very distinguished career as educator and consultant in the fields of chemistry and geology.

Dr. Lloyd joined the faculty of the University of Alabama in 1909 after several years as instructor at McGill University. He held positions of increasing importance at Alabama, and at the time of his retirement in 1952 he was Dean of the School of Chemistry, Metallurgy and Ceramics which he had organized in 1928.

He now holds the position of Dean Emeritus of that school.

It is noteworthy that Dr. Lloyd is one of several presidents of SASI who have received the Herty Medal. This is an indication of the high calibre leaders which the association has had consistently and who have contributed to the continuing success of its constructive activities in promoting the development of the South.—J. D.

DIRECTED BY

Richard Edmonds...1882-1930
 Frank Gould.....1930-1943
 William Beury...1943-1955
 McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



JUNE 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

An Opening For Capitalists

From the time of the earliest settlement of the United States we have heard of the "Sunny South"; the very name conveying to the mind of a Northern man visions of a beautiful land, where it is a perpetual spring, and life is made new again by a mild and healthful climate. Of late years the South has developed a new interest in the world, and is fast gaining a reputation for the wealth in her many hidden resources, so much so that the tide of immigration is fast heading its way south, and capital is seeking investment here as it flowed to the Pacific slope "in the days of '49."

Georgia is today the New England of the South, and is making rapid strides towards becoming one of the principal manufacturing centers of the continent.

She has superior commercial advantages to any state in the Union. She has the best of railroad connection with every section of the North and West. In the South she is at home. The finest harbors on the Atlantic coast are within her boundary.

The raw material of every kind and description are at her very doors, which today is being shipped to foreign factories, while the great water power of her rivers is wantonly allowed to run waste.

My attention has been specially called to one great power in particular, which before the war and at the time Sherman's army spread desolation from Chattanooga to the sea, was in the heyday of its development, and over two thousand souls answered to the call of the pay-roll.

The property consists of over seventeen thousand acres of land, situated at the extreme southern end of the Blue Ridge Mountains, in Bartow and Cherokee counties, Georgia.

The beautiful Etawah River flows through the property for a distance of over four miles; in this distance there is a fall of over seventy feet in the bed of the river, furnishing four available water-powers, aggregating over eleven thousand six hundred horse power, which can be made available at an expenditure of less than thirty thousand dollars. Much less than a fourth of this power has never been utilized, and yet there has been upwards of two million dollars invested in manufacturing enterprises on this property.

Successful Enterprises

It may not be out of place here to give a brief summary of some of these enterprises, which were in successful operation before the war, and were at that time wiped out by the forces under Sherman, leaving nothing but the ruins and their massive walls in their picturesque desolation, bearing silent testimony of wealth and labor destroyed; a rebuke that it is still permitted to run waste.

There were at this time in successful operation three blast furnaces, each making

from ten to twenty tons per day of fine charcoal iron; an extensive rolling mill for making merchant bar; a large foundry for making all kinds of castings, from stove plate to pipe and heavy ordnance; one nail and spike mill; one merchant flouring mill having a capacity of two hundred and fifty barrels per day; two grist mills for corn; two saw and planing mills; one brewery; one woolen mill—in fact almost every branch of manufacturing industry was carried on here, for the raw material of every kind was close at hand.

Large Deposits of Ore

There are in the property practically inexhaustible deposits of the finest quality of brown hematite and specular iron ores, and similar extensive deposits of manganese ores, quarries of the finest limestone, with direct communication by railroads to the coal fields of Georgia, Alabama, and Tennessee. The land is mostly covered with a second growth of timber from twenty-five to thirty years old, which will furnish more charcoal to the acre than the original forest, and can be delivered at the furnace at five cents per bushel.

The property is within the cotton-growing belt of the Southern States, with railroad communication to every section, as well as being in one of the most fertile and productive agricultural sections of the State. It is but forty-two miles from Atlanta, ninety-two miles from Chattanooga, with numerous smaller towns in the immediate vicinity.

The climate here is delightful—the summers pleasant, the winters mild—and the water good. What more could be asked than is here set forth to build a great manufacturing city? And yet I have sketched but few of its many resources.

The original proprietors owned hotels and warehouses, operated a line of railway three miles from their town of Etawah to the junction with the Western & Atlanta Railroad; the road-bed is today in fine condition; the town in ruins.

The property is within the gold belt of North Georgia. Some washing has been car-

ried on, though no extensive development has been made. A fine bed of sandstone extends through the property; in some places it is found flexible, in others, hard and fine-grained. A ledge of baryta has been traced through the property, but is at present undeveloped.

It would be impossible to estimate the real value of the above property; it can only be done when capital has fully developed all its resources. The water power alone, estimated by the comparative value with the cost of the Augusta power, is worth many times the value for which it is held by the present company, of which Capt. Cain Glover, of Rome, Ga., is president.

Never since the war has this property been in shape to place before the public until the present. Owners gathered together the varied interests. These gentlemen are not in a financial condition to fully develop this property and its resources, but stand ready to combine their interests with parties having capital to do it, or will sell the property to them. It is worthy the investigation of capitalists.

Don't Forget the Little Ones

How many a young heart has been made glad in anticipation of a visit to the great metropolis. The cost of bringing wife and child, or children, as the case may be, especially if you stop at the Grand Union Depot, and save \$3 carriage hire and expense of baggage transfer, will prove but nominal compared with the happiness imparted. When again visiting New York via Grand Central Depot, bring your family and entangle them in one of this hotel's elegant suites, where they can live better for less money than at any other strictly first-class hotel in the city; and in place of hiring a hack for sight-seeing, you can step on the Third or Sixth avenue elevated trains, horse-cars or stages, and reach any point of interest in a few minutes, including the Great Brooklyn bridge, at the rate of 5 or 10 cents each. Remember these facts and prove them at your first opportunity.



BARNES' PATENT UPRIGHT DRILLS.

30 inch Swing, with both Worm and Lever Feed.

Barnes' Patent Engine Lathe.

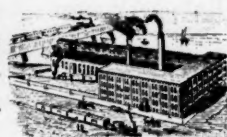
15-inch Swing, 6-foot or 8-foot Bed.

These Machines are made a Specialty in our Factory.

They have Advantages not found in other Machines in this Line.

It will pay Parties desiring to purchase, or know more about this class of Machines, to send for full description and prices.

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This newly enlarged plant of Olin Mathieson Chemical Corporation at McIntosh, Alabama, can turn out twice its previous production of chlorine and caustic soda. An \$8 million addition has boosted the plant's capacity to 250 tons of chlorine and 280 tons of caustic soda per day. The new portion of the plant is the light-roofed building at the right.

OLIN MATHIESON EXPANDS FACILITIES AT MCINTOSH

Chlorine and Caustic Soda Being Produced At New \$8 Million Addition Near Mobile, Ala.

MCINTOSH, ALA.—The Industrial Chemicals Division of Olin Mathieson Chemical Corporation has announced the start of production of chlorine and caustic soda in a newly completed addition to its plant at McIntosh, Alabama (north of Mobile). The expansion cost \$8,000,000.

The enlarged plant is capable of turning out 250 tons of chlorine and 280 tons of caustic a day—double the previous capacity. The expansion makes the plant one of the major producers of these chemicals in the south. The original plant was completed in 1952.

Demand for chlorine and caustic soda has been increasing rapidly in the southern states because of the growth there of the pulp and paper, light metals and chemical industries, according to John O. Logan, vice president and general manager of the

Industrial Chemicals Division.

A major feature of the expanded McIntosh operation is a new barge loading facility on the Tombigbee River, Logan noted.

"The ability to ship by water as well as rail appreciably extends the area which can be served from this plant. We can now barge directly from McIntosh to inland waterway destinations and to points on the Gulf of Mexico and eastern seaboard," Logan explained.

He added that part of the increased McIntosh output will go to a new million dollar Olin Mathieson bulk storage and distribution facility for chemicals nearing completion at Brunswick, Georgia. The products will be redistributed from there.

Additions to the production facilities at McIntosh include a new electrolytic cell building, power input sub-

station, brine purifying and brine de-chlorinating equipment, and chlorine liquefying and tank car loading facilities.

The plant uses the latest design Mathieson stationary-type mercury cells. These produce chlorine, caustic soda and hydrogen by passing an electric current through a solution of common salt. When operating at full capacity, the enlarged plant will use a million kilowatt-hours of electricity a day, enough to supply the needs of a city of 300,000 people.

The McIntosh plant is situated on one of the major salt deposits in the south. The salt is obtained by putting water, or spent brine, down into wells drilled in the deposit and pumping up strong brine. Two new wells have been sunk within the past year to provide the increased salt requirements of the plant.

The McIntosh operation is one of the three major Olin Mathieson plants producing electrolytic chlorine and caustic soda. The other two are at Saltville, Virginia, and Niagara Falls, New York. Caustic soda by the lime-soda process is also manufactured at Saltville and at Lake Charles, Louisiana.

The company additionally markets chlorine and caustic soda produced at the Huntsville, Alabama, plant of National Distillers Products Corporation; caustic soda produced at the Anniston, Alabama, plant of Monsanto Chemical Company; and chlorine produced at the Arvida, Quebec, plant of Aluminium, Ltd.

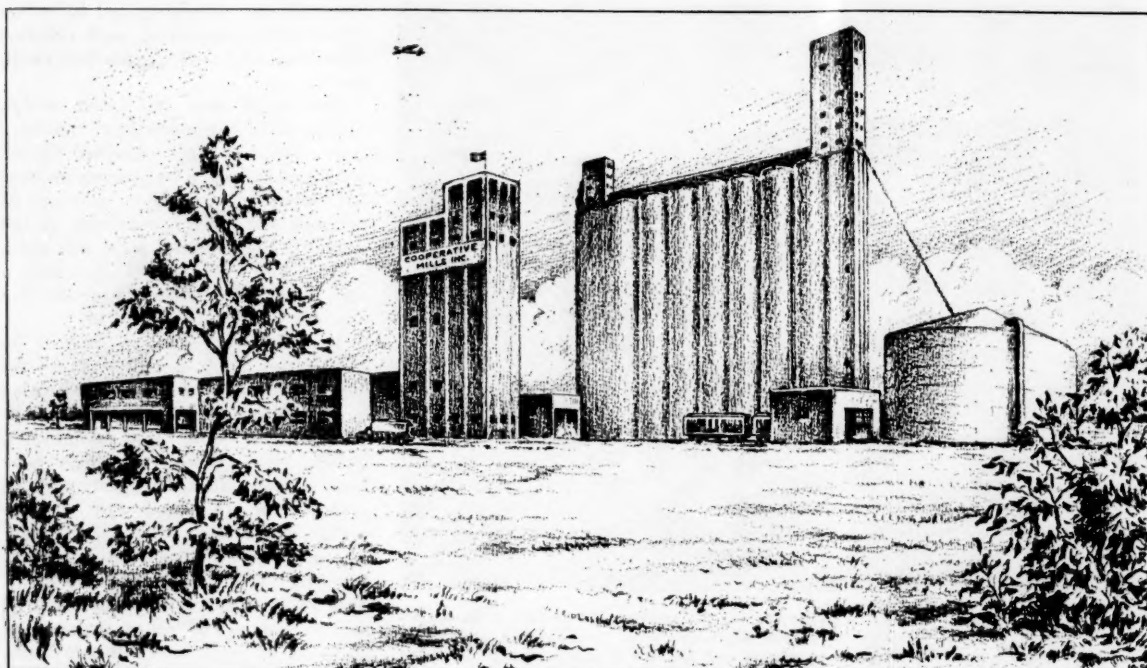
The expanded McIntosh plant employs about 160 people.

Electronics Plant Opens In Alabama

MONTGOMERY, ALA.—Approximately 50 persons will be employed at the new plant here of General Electronics Corporation, which recently began production.

The company was formed as an Alabama corporation in November, 1956, and is headed by James E. MacDowell, President.

The facility is self-sufficient in laboratory and manufacturing facilities. It makes all printed circuits, transformers, inductors, and mechanical fabrications, in addition to sub-assembly, final assembly and test.



Here is an artist's conception of a new feed mill being built for Cooperative Feed Mills, Inc., by Sprout-Waldron and Company, Inc., of Muncy, Pennsylvania. This three-quarter million dollar project is now underway and will be in operation by August 1, 1957. This complete mill was designed and is being equipped for Southern States Cooperative of Richmond, Virginia. When completed, this modern new feed mill will have a capacity of 60,000 tons annually, operating on one shift. This is another step in Southern States' program of expanding their grain marketing facilities.

\$4 MILLION PROJECT

July, 1958, Completion Seen For Baltimore's Fruit Pier

BALTIMORE.—Construction of a new \$4 million fruit pier, on the south side of Locust Point in Baltimore harbor, is now under way here, it was announced by Howard E. Simpson, president of the Baltimore and Ohio Railroad.

A contract for the substructure, foundations, etc., was awarded to the McLean Contracting Company of Baltimore. To develop this operation will require dredging of more than 500,000 cubic yards to connect the new facility with the Ferry Bar Channel. The dredging will be done by Arundel Corporation of Baltimore.

President Simpson pointed out that: "Much of the planning for the new facility already has been completed by

B & O engineers, and final plans for construction of the terminal are being readied so that bids for the superstructure may be accepted shortly, with a target date for completion by July, 1958."

The new pier, which will be a one-story structure of steel and concrete, will permit simultaneous undercover loading of 63 railroad cars, placed on undercover tracks within the pier proper. The motor truck section of the pier is so designed as to permit ingress and egress without crossing the railroad sidings that will serve the new pier.

The terminal will be equipped with the most modern unloading and conveyor equipment, specially designed

to permit maximum speed and damage-free handling of bananas.

Completion of the fruit terminal will eliminate the floatage of freight cars and consequent offshore loading, as now is the prevailing practice in the rail handling of banana cargoes at this port. Substitution of direct rail loading for the present method will substantially accelerate the forwarding of bananas from the port of Baltimore, and substantial gains are expected in the efficiency of discharging vessels and in the turnaround time of ships, as a result of operations at the new facility, which will provide berths for the largest and most modern vessels in the fruit carrying service today.

\$7.5 Million Plant Nears Completion In Pensacola

CAMBRIDGE, MASS.—Construction of the new \$7.5 million plant of Columbia-National Corporation near Pensacola, Florida, is nearing completion, officials here have announced.

The new facility is the only fully integrated plant in the United States which will process zircon ore into zirconium metal of sufficient purity for use in nuclear power reactors.

A large part of the plant's initial production will be delivered to the Atomic Energy Commission for use in the Navy's nuclear-powered submarine and surface ship propulsion program.

Columbia-National is the new name for what was formerly NRC Metals Corporation. The name change came after a half interest in NRC was acquired by Columbia-Southern Chemical Corporation, a subsidiary of National Research Corporation to produce and market rare metals.

The eight-man board of directors comprises equal representation of the parent companies.

Principal officers of Columbia-National are E. T. Asplundh, chairman of the board; R. S. Morse, president; J. A. Neubauer, executive vice-president; Gordon Kiddoo, vice-president and general manager; L. S. Williams, treasurer and controller, and R. M. Nichols, clerk and secretary.

MODGLIN PLANS \$250,000 PLANT IN MISSISSIPPI

HAZELHURST, MISS.—Modglin Company, Inc., will locate a plant here for the production of plastic brooms and mops and mop and broom handles.

The plant will be located in Hazelhurst's industrial site. Modglin has acquired 30 acres of land for the project.

To have an area of more than 15,000 square feet, the new facility will provide initial employment for 30 men, and this will be increased later to 50 employees.

It is expected that close to a quarter million dollars in new payroll will be brought by the plant to the Hazelhurst and Copiah County area.

Location of the plant here came as the climax to several months of work by the Mississippi Power & Light Company, and the industrial development committee of the Chamber of Commerce here.

Plywood Firm Opens Unit In Brook Hollow

DALLAS.—Harbor Plywood Corporation of Aberdeen, Wash., has opened a new Dallas sales warehouse in a 16,000-square-foot brick building in nationally famous Brook Hollow Industrial District, it was announced by Martin N. Deggeller, president of the firm.

The Dallas plant will serve jobbers and dealers in the northern half of Texas, in Oklahoma and parts of Arkansas. Harbor Plywood distributes its products nationally through 30 similar outlets, including another Texas warehouse in Houston.

Paul Lewis was the builder of the Dallas warehouse, and Realtor Grady Jordan handled leasing negotiations.

The white brick structure, trimmed in Roman brick, is served by a Missouri-Kansas-Texas spur track accommodating two rail cars at once. Three truck-loading doors open on a large paved off-street turning and parking apron.

Harbor makes all types of plywood, featuring its Super-Harbor Douglas fir plywood with solid inner plies, and its Harborite, the same panel with resin impregnated overlay, both used extensively in boat building and other uses where maximum performance is required.

Pomono Plant Sets Large Expansion At Griffin, Georgia

GRIFFIN, GA.—An expansion of the pimiento-packing Pomono plant here of Stokeley-Van Camp, Inc., will result in the addition of some 50 or 60 employees, officials have announced.

The enlargement of the company's Pomono plant will include facilities for sweet potato canning.

The present Pomono plant here packs 35 per cent of the pimientos put up in the United States.

Stokeley-Van Camp is the nation's third largest food processing firm.

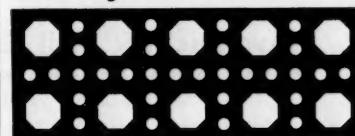


FOLLOW THE TREND

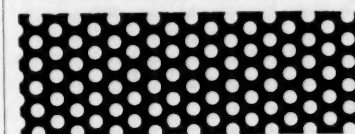
toward development of more attractive products through the greater use of DIAMOND ORNAMENTAL PERFORATED METALS.



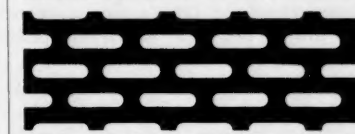
Perforated-Metal Sections supplied by Diamond to other manufacturers include **Grilles** and **Louvers**, for air conditioners, radios, juke boxes, television sets, automobile instruments, etc. Furnished also, for many modern products in **Rigidized Perforated Metal**.



Screens, for industrial processing, sterilizers, etc.; **Panels**, for space heaters, etc.; **Oil-Burner Chimneys**; **Perforated Cylinders**, for washing-machine and other centrifugal dryers; **Acoustical Sheet**; **Sound Baffles**; **Welded and Fabricated Assemblies** of all kinds.



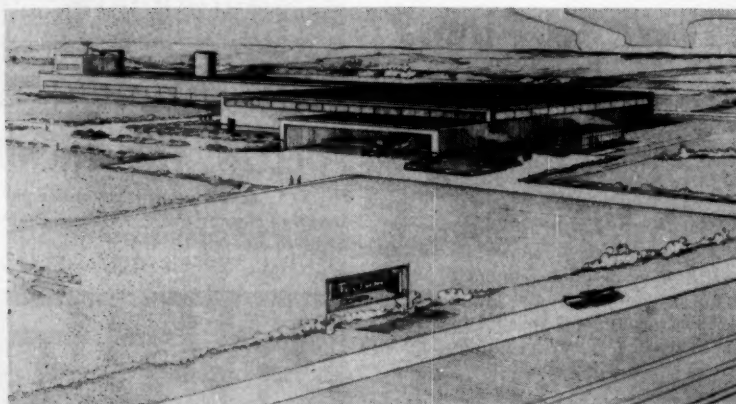
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The new board plant of Tectum Corporation at Arkadelphia, Arkansas, will have 100,000 square feet of space and will be on a site of 40 acres. The new facility will increase Tectum's capacity by 100 per cent and some 100 additional persons will be employed.

TECTUM BREAKS GROUND FOR ARKADELPHIA PLANT

New Facility Will Employ Staff Of 200; Production To Increase By 100 Per Cent

ARKADELPHIA, ARK.—Ground has been broken in Arkadelphia, for a new Tectum Corporation plant. The firm, an affiliate of the Nationwide Mutual Insurance Company, Columbus, Ohio, is one of the nation's leading manufacturers of building materials.

According to Murray D. Lincoln, Tectum President, the new facility will increase Tectum's production by some 100 per cent, opening up vast markets throughout the west and southwest.

Highlight of the ground breaking ceremony was a speech by Arkansas Governor Orval Faubus. Winthrop Rockefeller, Chairman of the Arkansas Industrial Development Commission; Donald E. Kramer, Assistant to Lincoln; B. M. Rainsberg, Secretary-Treasurer of the Tectum Corporation; and Mayor Ben Gray of Arkadelphia, also made speeches.

Tectum is widely used for roof decking, sidewall paneling, insulation, suspended ceilings and form boards. Installations include factories, public buildings, churches, schools and homes. It is manufactured on a continuous assembly line process at Newark, Ohio.

Carl Frye, Vice President and General Manager of Tectum, said that

the building will be constructed by the Herman Carty Construction Company of Little Rock, Arkansas. Completion is scheduled for November 1. The 100,000 square foot structure will occupy a 40-acre site. Some 200 persons are to be employed.



Carl R. Frye, vice president-general manager, Tectum Corporation and Peoples Development Company.

G-E CREDIT CORP. WILL OPEN NEW ATLANTA OFFICE

ATLANTA.—A new Southern Accounting Office for the General Electric Credit Corporation, which will employ approximately 60 persons, has been opened here.

The new offices, occupying the entire fifth floor of the Walco Building, 26 Auburn Ave., N.E., will provide central accounting services for 42 General Electric Credit Corporation offices located in major cities throughout the South.

Bernard P. Long, Manager of the new facility, said that a southern accounting headquarters became a necessity because of a steadily expanding volume of business in the South for General Electric Credit Corporation, which provides sales financing service to distributors and retailers of General Electric products.

Long said that nearly all employees for the Southern office have already been hired locally. A few specially-trained employees will be brought to Atlanta from the New York Office.

With addition of the new office, GECC employment in Atlanta will be more than 100, the largest GECC representation in any city except New York. Employment by all divisions of General Electric Company in Atlanta is about 700.

Union Bag-Camp To Increase Output

FITCHBURG, MASS.—Union Bag-Camp Paper Co. has ordered a multi-stage mechanical drive steam turbine for their paper mill at Franklin, Virginia from General Electric Company's Small Steam Turbine Department.

The General Electric DRV-M25 turbine is rated 2100 hp at 5000 rpm and will use steam at 600 psig at 750° F.

The 10 to 1 speed range governor on the turbine will allow drive speeds to range between 500 and 5000 rpm to produce a more accurate control of the quality of paper being produced.

Delivery of the unit is scheduled for the middle of 1958.

RCA Occupies Dallas Offices

DALLAS.—Consolidation of the Radio Corporation of America's southwestern regional operation in two new brick buildings in Brook Hollow Industrial District has been completed, it was announced by Regional Manager A. J. Hammer.

The new structures are a 9,000-square-foot office building at 7901 Freeway, and a 23,000-square-foot tube warehouse at 7905 Freeway.

The buildings house the RCA Victor Division, which division handles television receivers, radios, victrolas, tape recorders and records; the Commercial Electronics Division, handling AM, FM and television broadcast equipment, commercial sound equipment, industrial and scientific equipment and visual education equipment; and, both the Technical Products Section and Consumer Products Section of the RCA Service Company, Inc.

In addition, the office building houses the Tube Division sales office. The adjacent building, which is the tube division warehouse and warehouse office, is the main source of supply for RCA tubes, electronic components, parts and batteries for the Southwest.

The new Brook Hollow location will serve RCA outlets and customers in Texas, Oklahoma, New Mexico, Louisiana, Mississippi, Tennessee, Arkansas and Arizona.

The warehouse is served by four truck loading docks opening on a paved off-street turning apron. There is a Missouri-Kansas-Texas rail spur on which two cars can be unloaded at once, and paved off-street parking for 48 automobiles.

TMT Expanding Service To Caribbean Clients

MIAMI.—TMT Trailer Ferry, Inc., headquartered here, has inaugurated through service between the United States mainland and inland cities of Puerto Rico and the Virgin Islands.

The Railway Express Agency handles the shipments through Jacksonville, Florida, in trailer bodies.

LATE NEWS HIGHLIGHTS

CHARLOTTE. An attractive brochure has been prepared for Wachovia Bank and Trust Company to describe its new \$5 million bank and office building here. The two-color brochure graphically details the 15-story air-conditioned building, which will be the Southeast's first "tower" structure and the first in the United States to make use of prismatic, precast concrete panels in construction.

SAN ANTONIO. Rath Packing Company's new \$500,000 building will be the next addition to the growing Bexar County Coliseum industrial area here. The 50,000 square foot plant will be used for the manufacture of a full line of sausage products and sliced bacon, and as a distribution center for Rath products in the Southwest Texas area.

WEST PALM BEACH. Scheduled for next summer completion is Pratt & Whitney's 600,000 square-foot plant, to be located northwest of here. An estimated 2,000 employees will work in the facility by mid-1958.

TAMPA. The Tampa Molasses Company, importers and distributors of black strap molasses, has gone into operation at Hookers Point. A 1 million gallon storage tank and 100,000 gallon service tank have been completed at the one-acre site on the Tampa waterfront.

JACKSON, MISS. The first commercial oxygen manufacturing plant in Mississippi is now in operation here. The National Cylinder Gas Company is located in the Flowood industrial area, and also will produce acetylene and nitrogen.

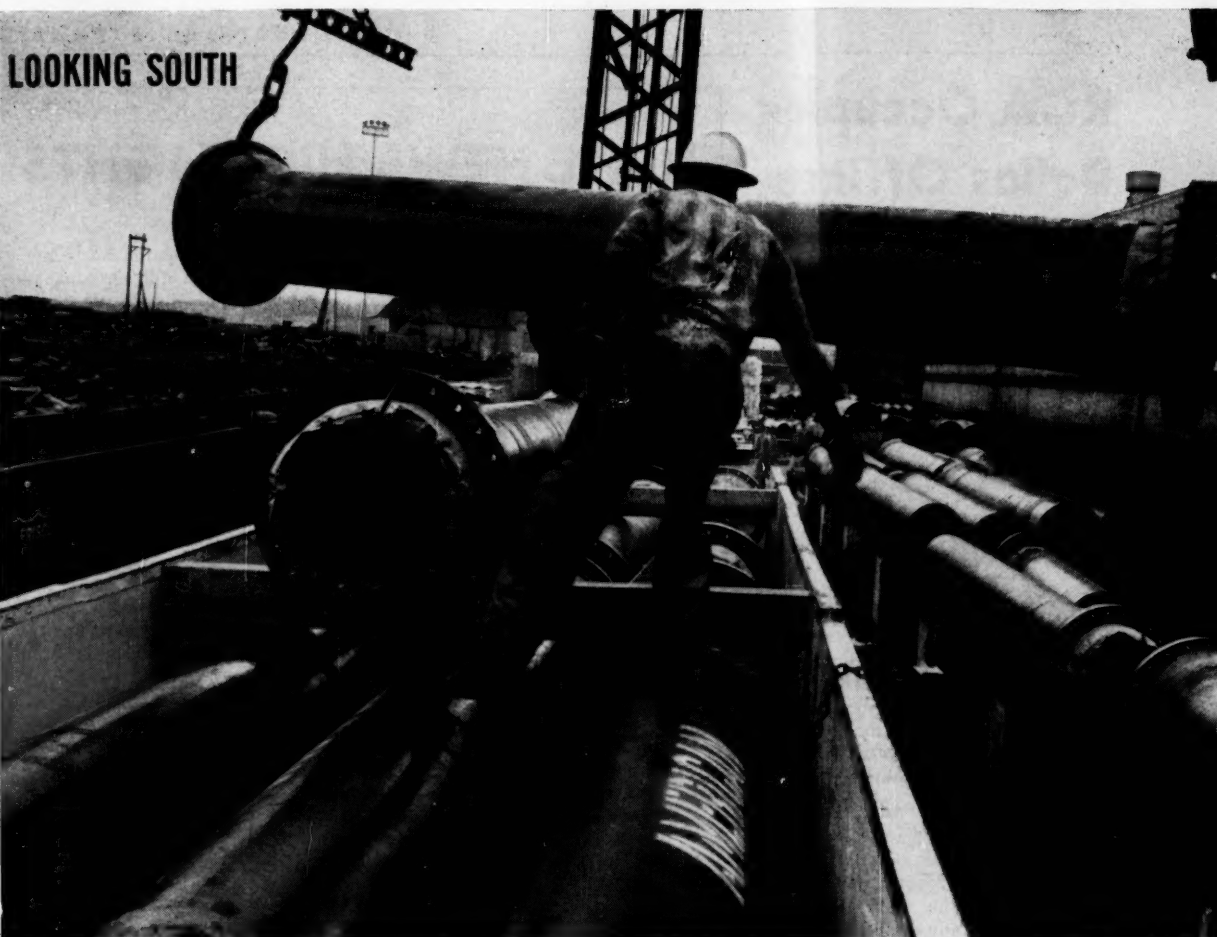
ATLANTA. The General Electric Company has announced the location of a new Regional Sales office here for its Large Lamp Department. Douglas B. Clark will be manager, responsible for seven Lamp Sales Districts with headquarters in Memphis, New Orleans, Atlanta, Tampa, Charlotte, Richmond, and Baltimore. The new office is one of five being set up by GE throughout the nation to streamline its lamp sales organization.

TEXAS CITY. A multi-million dollar expansion of ethylene production facilities has been completed here by Monsanto Chemical Company's Plastics Division. The expansion increases the company's ethylene production by 150 per cent.

PARKERSBURG, W. VA. Du Pont plans a major expansion of "Teflon" facilities at the Washington Works here. Production will be increased 30 per cent by mid-1958.

WASHINGTON. Orders for new freight equipment totaling \$27.5 million in cost have been placed by the Southern Railway System. The Southern has placed orders with Pullman Standard Car Manufacturing Company; the Greenville Steel Car Company, and A.C.F. Industries.

BRUNSWICK, GA. Hercules Powder Company's plant for the production of meta "Delphene," a new insect repellent, is now in operation at the firm's naval stores plant here.



ENOUGH PIPE TO REACH FROM New York City to San Francisco was produced last year at American Cast Iron Pipe Co., Birmingham, Alabama. Here, in the pressure pipe center of the U.S., pipe is manufactured in diameters of two to 48 inches for water, sewer, oil, gas and chemical systems.

"Dixie's" Accent Sounds Good to Business Ears!

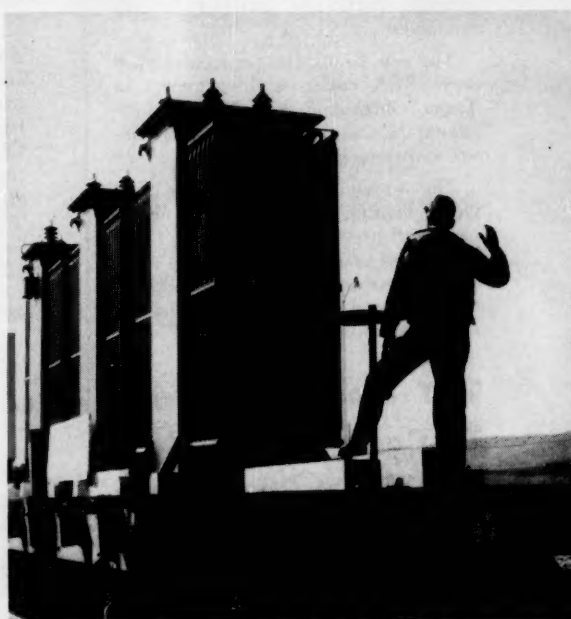
THE ESTABLISHMENT of new corporations in the South last year was at a rate *seven times* greater than that of the nation as a whole!

Bank debits gained 9.4%. Electric power production was up 13.6%. Industrial payrolls increased 7.5%.

Dixie's business is good—and getting better—because of *buying power!* The golden cycle of progress continues . . . the South is on the march!

The investor-owned electric power companies of The Southern Company will continue to have ready ample electricity to meet the needs of this impressive growth—firm in their belief that "the last half of the twentieth century belongs to the South."

Statistics, first nine months of 1956—latest available.



ELECTRIC POWER TRANSFORMERS are shipped all over the world from the recently established General Electric plant at Rome, Georgia, with almost 2,000 employees. Rome is headquarters for G.E.'s Medium Transformer Department.



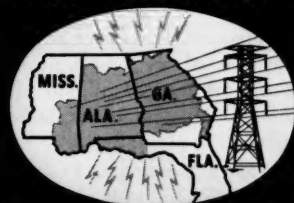
▲ FUN IN THE SUN! Sparkling, white beaches like this one near Panama City, Florida, offer a wide variety of summer and winter recreation. Similar beaches are also found along the hundreds of miles of Alabama, Georgia and Mississippi shoreline.



▲ THE U.S. ARMY INFANTRY CENTER at Ft. Benning, Georgia, is one of many permanent military installations in the South. Benning makes important economic contributions to the area with annual payrolls and purchases of around \$75 million. Pictured are soldiers being trained in the use of the new Battalion Anti-Tank recoilless rifle, which is capable of knocking out any known tank.

Shaded section designates area served by the four investor-owned electric power companies in The Southern Company system.

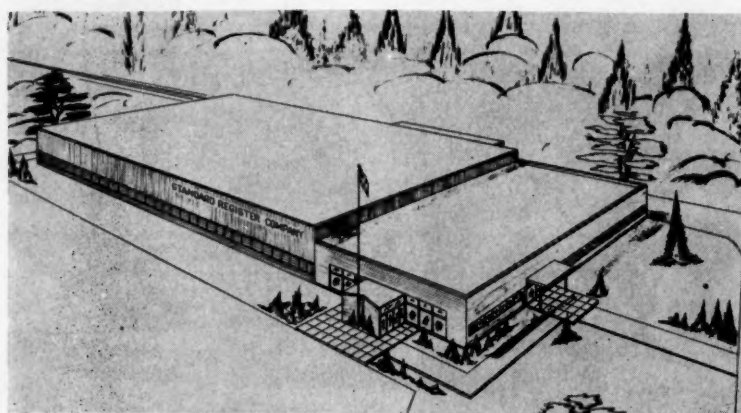
THE SOUTHERN COMPANY



ATLANTA - BIRMINGHAM

| | |
|-----------------------|---------------------------|
| Alabama Power Company | Gulf Power Company |
| Birmingham, Alabama | Pensacola, Florida |
| Georgia Power Company | Mississippi Power Company |
| Atlanta, Georgia | Gulfport, Mississippi |

▲ MILLIONS OF POUNDS of aluminum are used annually at this Olin Mathieson aluminum extrusion plant at Gulfport, Mississippi. The plant was established in 1954 to meet the South's increasing demands for aluminum products. Another unit was added last year. Most of its production is in irrigation pipe, architectural exterior trimming and material for residential use.



The new plant of Standard Register Company at Fayetteville, Arkansas, will cost \$2 million. To have 98,500 square feet of floor space, the new unit is part of a 10-year expansion program announced by the company a few months ago.

95,800 SQUARE FEET

Standard Register Building \$2 Million Plant In Arkansas

FAYETTEVILLE, ARK.—The Standard Register Company, Dayton, Ohio, has begun construction on its new \$2 million plant in Fayetteville, Arkansas, according to an announcement made by M. A. Spayd, President of the business forms company. Spayd added that the new plant will be the company's fifth major manufacturing unit and it will mark the first step in the development of Standard's newly-designated Midwest Division.

The first unit of the new plant, located a few miles south of the Arkansas University city on U. S. Highway 71, will contain 95,800 square feet of floor space. Of this, 71,800 square feet will be for manufacturing, shipping, and other factory facilities; 24,000 square feet will be assigned for office and preparatory operations. Approximate cost of the first unit has been set at more than \$1 million with an additional \$1 million earmarked for equipment.

The one-story building is to be of contemporary design, with sidings of ribbed aluminum, brick, and glass. The interior will be arranged so that work will follow a natural and efficient

flow through office, factory and shipping areas. Positioned at a slight angle to the main highway, the plant will take advantage of the natural contours of the surrounding land and present an attractive, eye-appealing appearance on the approach from town. Architect and contractor for the project is The Austin Company, Cleveland, Ohio.

In its first phase, the Fayetteville plant will manufacture marginally-punched continuous business forms and Zipsets, with production slated to begin in December 1957. Plans are already being considered for expanding the Fayetteville operation into a fully integrated unit.

Construction of the Fayetteville unit is part of a Ten-Year Expansion Plan announced a few months ago by Spayd. The program was initiated with the marketing of 300,000 shares of stock in the Fall of 1956, the first public offering in 40 years. Since then Standard has begun construction of a 64,000 square foot addition to its York, Pennsylvania, plant, and is formulating plans for further expansion of the manufacturing facilities in Dayton, Ohio, and Oakland and Glendale, California.

Research Corp. Pushes Rocket, Missile Work

ALEXANDRIA, VA.—U. S. Flare Corporation and Associates, of Pacoima and Saugus, California, has been acquired by Atlantic Research Corporation, Dr. Arch C. Scurlock, president of the Alexandria, Virginia, research and engineering firm announced. U. S. Flare will continue to operate under the same name as an affiliate of Atlantic Research.

The association with U. S. Flare approximately doubles the size of Atlantic Research. U. S. Flare is a leading producer of rocket ignition systems, missile tracking systems, pyrotechnic and high explosive ordnance items, and is currently operating at an annual volume of approximately \$2 million. Its staff numbers 125, forty of whom are conducting research and development work. The combined organization has a current annual volume of over \$4 million and a staff of 325.

Dr. Scurlock stated that the U. S. Flare manufacturing activities will be continued, and that increased emphasis will be placed on research, prototype, and product development projects. The technical staff of Atlantic Research will provide a significantly larger and broader base of scientific and engineering skills for U. S. Flare's project work. Atlantic Research will utilize U. S. Flare's facilities and manufacturing capabilities in project work and to increase the laboratory resources available to Atlantic Research's recently established Western Division.

Both companies have been active in the rapidly growing rocket and missile field, and the new association substantially strengthens the capabilities of both organizations, Dr. Scurlock said. Both Atlantic Research and U. S. Flare are engaged in project and manufacturing activities utilizing advanced scientific and engineering knowledge.

Flare operates an explosive loading plant at Saugus, California, situated on a 180-acre tract forty miles from Los Angeles, with 25,000 square feet

INDUSTRIAL EXPANSION

of production and test facilities. Its operating headquarters are in Pacoima, California, at the upper end of the San Fernando Valley, totaling 60,000 square feet of covered manufacturing and storage area, located on a 30-acre site.

Atlantic Research occupies five buildings in Alexandria, a field experiment station 35 miles west of Alexandria, and has recently acquired a 45-acre tract in the Virginia suburbs of Washington, D. C., on which it plans to build a permanent headquarters. Acreage totals about 650 acres, and total floor space now occupied is approximately 60,000 square feet.

Acquisition of U. S. Flare lends important further support to Atlantic Research's rapidly expanding rocket and missile development work, Dr. Scurlock stated. Current projects in this field include an auxiliary power rocket for the Project VANGUARD Earth Satellite Launching Vehicle, two upper air research rockets, a guided missile propulsion unit, and several special propulsive devices.

Petroleum Packers Formed In Tampa

TAMPA.—A new canned oils and lubricants manufacturer has begun operations in Tampa, it has been announced by Henry Toland, chairman of the Committee of 100 of the Greater Tampa Chamber of Commerce.

Petroleum Packers, Inc., will import base lubricating oil stock and materials and blend packaged finished automotive and industrial lubricating oils on a custom basis for the petroleum distribution systems of Florida.

Company president Richard T. Agster, formerly of Alliance, Ohio, estimates initial employment at 10 with 25 or more workers when full production is reached.

An 8,000 square foot all-steel building on two and three-fourths acres at Hookers Point will be constructed for early production. Immediate expansion to 16,000 square feet is planned by the firm.

The plant will represent an investment of \$100,000, according to R. Wayne Mills, company treasurer. Mills has moved to Tampa from San Mateo, California.

A Seaboard railroad siding serves the property.

*This Simplified Design
Will Cut YOUR
PIG CASTING
COSTS!*



Bailey
**PIG CASTING
MACHINES**

Drastically reduced maintenance costs result from the Bailey "stationary wheel" design, which eliminates 80% of the moving parts of ordinary pig casting machines. In this design roller bearing idler wheels are mounted on the frame rather than on the moulds, thus keeping them far as possible away from hot metal.

These machines are used in the casting of ferrous and non-ferrous pigs and ingots.



\$10 MILLION EXPANSION COMPLETED BY GOODYEAR

Houston Plant Is Now World's Largest Producer Of Dry Type Synthetic Rubber

HOUSTON.—A \$10 million expansion program has just been completed at the Goodyear Tire and Rubber Company's synthetic rubber plant here, it was announced by E. J. Thomas, president of the company.

He said the expansion will boost production capacity of Plioflex rubbers at the plant to 220,000 long tons a year. With this 50 per cent rated capacity increase, Thomas added, Goodyear's Houston plant becomes the world's largest single producer of dry type synthetic rubbers.

Completion of the expansion program, he said further, comes just two years after purchase of the plant from the Federal Government and is indicative of the great progress made by private ownership and operation of the plant.

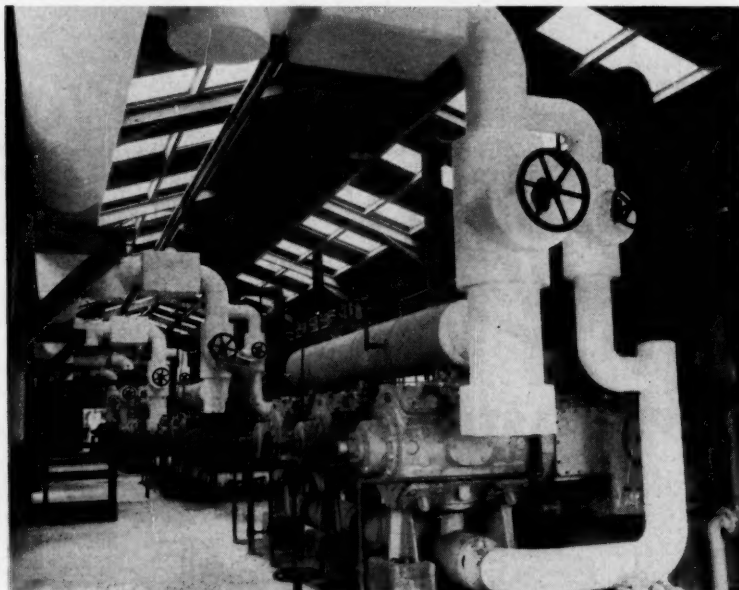
Heart of the \$10 million expansion was the construction of two completely

new reactor lines, each containing 11 reactors of 5,000 gallon capacity each, and a new recovery area with three new stripping columns.

Another important part of the expansion is a new and larger final process or finishing building containing four drying units, each three stories high. Also included in this building is an additional 37,000 square feet of warehouse storage space.

Warehouse space at the plant now totals more than 117,000 square feet and more than 17 million pounds of Plioflex rubber can be stored at one time.

Thomas said the plant not only supplies rubber for Goodyear's plants worldwide but also meets the requirements of numerous other manufacturers and processors in the rubber industry and associated fields.



A necessary and important part of manufacture of synthetic rubber is refrigeration. Above is shown part of the new refrigeration facilities required to cool huge reactors to 42 degrees Fahrenheit at Goodyear Tire and Rubber Company's Houston synthetic rubber plant, where a multi-million dollar expansion has just been completed, making the plant the world's largest producer of synthetic rubber.

Olin To Market Kaiser Chlorine

GRAMERCY, LA.—The Industrial Chemicals Division of Olin Mathieson Chemical Corporation will market all of the chlorine output of the new chlorine-caustic soda plant being constructed by Kaiser Aluminum and Chemical Corporation at Gramercy, according to an announcement by John O. Logan, vice president and general manager of the Olin Mathieson division.

Scheduled for completion this Fall, the plant will have a capacity of 100 tons per day of chlorine and equivalent caustic soda. The caustic will be used by Kaiser Aluminum in its new alumina manufacturing operation at Gramercy.

The Kaiser Aluminum plant will make a fifth Olin Mathieson shipping point for chlorine in the South. Olin Mathieson presently produces chlorine at Saltville, Va., and McIntosh, Ala., and markets the chlorine output of the Huntsville, Ala., plant of National Distillers Products Corporation. It is completing a bulk storage and distribution facility for chlorine and other chemicals at Brunswick, Ga.

Olin Mathieson additionally produces chlorine at Niagara Falls, N. Y., and markets the production from the Arvida, Que., plant of Aluminum, Ltd.

Chicago Office Opened By C&S National Bank

ATLANTA.—The Citizens & Southern National Bank, one of the largest in the Southeast, has announced plans to open a Chicago service office about July 1.

C&S President Mills B. Lane said the Chicago office will provide a needed financial link between the Midwest and the growing markets of the Southeast. The bank 15 months ago opened a New York service office, and this has proved to be very successful, he added.

Lane explained that the Chicago office will assist businesses interested in locating plants in Georgia, provide close contact for Midwest firms doing business in Georgia and Georgia firms with Midwest interests, and assist the bank's 600-plus banking correspond-

ents with their business in that section.

The C&S system has 26 offices in 14 Georgia communities and at the end of 1956 had deposits totaling a record \$435 million.

Chemstrand Plans Italian Production Of Acrylic Fibers

DECATUR, ALA.—April 10—E. A. O'Neal, Jr., president of the Chemstrand Corporation, announced that Chemstrand has reached an agreement with Societa Edison of Milan, Italy, for manufacturing acrylic fibers in Italy by a newly-formed subsidiary of Societa Edison. The Chemstrand Corporation will be a minority shareholder.

The Societa Edison subsidiary will be licensed by Chemstrand to produce acrylic fibers by the same process used by Chemstrand for manufacturing Acrilan acrylic fiber at its Decatur, Alabama, plant.

Dow Building New Facility At Freeport

FREEPORT, TEXAS.—The Texas Division of Dow Chemical Company has under construction here a second synthetic glycerine plant.

The new installation, which like the first will use a process that once provided one of the biggest surprises in the history of the division, is being built at a Plant B site.

Dr. A. T. Beutel, general manager of the Texas Division, said completion of the new plant, scheduled next March, will double Dow's present glycerine capacity.

Site development started several months ago and is now virtually complete. Construction of the producing unit is also making steady progress.

Dr. Beutel emphasized that completion of the new plant will make for

an important chapter in Dow's history in the synthetic glycerine field.

A Texas Division organic group started work on a Dow process for the product in 1952 as part of a research problem aimed at finding new applications for raw materials that were already available in the division.

After dividing the project into four component parts and putting a team on each, they worked out in short

order a process involving propylene and chlorine as starting materials. By June, 1955, within three years after research started, Dow had a plant built and running.

Synthetic glycerine is used for such things as the making of alkyd resins for enamels, as a moistening agent for tobacco processing, in explosives, and as a softening agent in making cellophane, adhesives and paper.

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Solite lightweight masonry units were used throughout this new Westinghouse Plant in Staunton, Virginia. Architect, Robert and Company, Associates; Associate Architect, Jesse M. Shelton; Atlanta, Ga. Contractor, Turner Construction Company; New York City.

The new home of the Air Conditioning Division of Westinghouse in Staunton, Virginia, is another in a proud succession of SOLITE building projects. Taking some of their own advice, Westinghouse has comfortably air conditioned this ultra-modern plant to effect maximum operating efficiency. The built-in insulative properties of SOLITE, used throughout the building, made the job much easier and more effective.

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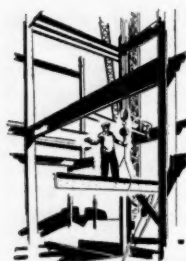
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NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of April, 1957. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Birmingham—Alabama Power Co., power plant.
Birmingham—Atlantic Steel Co., distribution warehouse, \$150,000.
Birmingham—Birmingham Mfg. Co., George Stafford, Pres. Truck trailers, \$225,000. (B)
Birmingham—General Motors Corp., P. P. Scalise, Pres. Distribution plant, \$1 million. (C)
Birmingham—Mutual Steel Co., M. R. Fox, Pres. Steel fabrication, \$175,000.
Birmingham—Tru-Metal Stampings, Inc., Walter J. Hanna, Pres. Metal stampings. Operation est. to begin in 1957. \$250,000. (B)
Birmingham—Sinclair Oil Co., bulk oil canning plant, \$750,000.
Camp Hill—Camp Hill Industries, garments, \$50,000. (B)
Gadsden—Street Products Corp., alloy pipe and fittings. Operation est. to begin in 1957. \$75,000. (B)
Gorgas—Alabama Power Co., power plant, \$12 million.
Guntersville—Purina Feed Mill, feeds.
Hackleburg—Mid South Industries, Inc., garments, \$100,000. (C)
Jasper—Alabama Power Co., power plant.
Mobile—Alabama Power Co., power plant, \$3.5 million.
Mobile—Scott Paper Co., pulp mill.
Montgomery—General Electronics Corp., 17 Madison Ave., James E. MacDowell, Pres. Printed circuits, transformers, inductors, mechanical fabrications. Operation began April, 1957. (B)
Orville—Jake Jewell & Associates, fiberglass boats, \$20,000. (B)
Town Creek—Garment Plant, garments, \$50,000. (C)
Wilsonville—Southern Electric Generating Co., steam driven generator. Operation begins 1957. \$150 million. (B)

ARKANSAS

Arkadelphia—American Excelsior Corp., excelsior. Home office: Chicago. Operation est. to begin in 1958. \$250,000. (C)
Bauxite—American Cyanamid Co., bauxite calcining plant. Home office: New York. Operation begins 1957. \$400,000. (B)
Clarendon—Stodder Mfg. Co., bottle crates, ice cream cabinets, filters, air conditioners. Operation est. to begin in late 1957. \$600,000. (D)
Harrison—Turney Wood Products Co., Claude Turney, Pres. Particle board. Operation begins, 1957. \$250,000. (C)
Jonesboro—Colson Corp., R. E. Pritsker, Pres. Lift jacks, trucks, conveyors. Subsidiary of Great American Industries, Elyria, Ohio. Operation est. to begin in late 1957. \$800,000. (C)
Leachville—Brown Shoe Co., shoes. Home office: St. Louis, Mo. Operation est. to begin late 1957. \$800,000. (D)
Newport—Victor Metal Products Corp., Victor Muscat, Pres. Aluminum cans. Operation est. to begin early 1958. \$1 million. (C)
Little Rock—Cal-Dak Corp., Lloyd C. Nelson, Pres. Steel furniture, grocery carts. Home office: San Gabriel, Calif. Operation est. to begin in 1957. \$200,000.
North Little Rock—Jeffrey Stone Co., W. D. Jeffrey, Pres. Crushed stone. Operation est. to begin in 1957. \$1.5 million. (B)
Pine Bluff—General Waterworks Corp., J. R. Pierce, Pres. Water treatment. Operation est. to begin in 1957. \$657,000.

FLORIDA

Apalachicola—Rathburn Engineering Corp., V. P. Rathburn, Pres. Tents and canvas products.
Arcadia—Gulf Naval Stores, Inc., Alton

Latimer, Pres. Turpentine and tar. Operation est. to begin July, 1958.
Clearwater—Aerosonic Instrument Corp. Company is moving from Cincinnati, \$600,000.
Dade City—Evans Properties, Inc., Emmett Evans, Pres. Frozen citrus concentrates; cattle feed.
Fernandina Beach—Union Carbide & Carbon Corp., Morse G. Dial, Pres. Mining titanium. (B)
Hialeah—Western Electric Co., telephone Co., equipment. Operation began April, 1957. (D)
Lakeland—Winder Aircraft Corp., Drane Field, electronic work.
Miami—Acme Die & Supply Co., Jack Voder, Pres. Dies.
Miami—American Engineering Co., Inc., engineering. Operation began Feb., 1957. (B)
Miami—Putnam Propeller Corp., Lloyd T. Putnam, Pres. Propeller repair and overhaul. Operation began April, 1957.
Pensacola—Columbia-National Corp., R. S. Morse, Pres. Zirconium metal. Operation est. to begin late, 1957.
Pensacola—Heyden Newport Chemical Corp., E. F. Sisson, Pres. Research of synthetic rubber. Operation est. to begin first quarter, 1958. \$75,000.
Tampa—Petroleum Packers, Inc., Richard T. Agster, Pres. Canned oils, lubricants. Operation est. to begin June, 1957. \$100,000. (B)
West Hollywood—Suburban Knitting Mills, knit goods. Operation began April, 1957.

GEORGIA

Alamo—Oxford Mfg. Co., boys' shirts. Operation began June, 1957. (C)
Atlanta—Chrysler Corp., W. C. Newberg, automotive group vice pres. Training Center. Home office: Detroit. Operation est. to begin February, 1958.
Atlanta—General Electric Co., Douglas B. Clark, Mgr. Lamp Div. regional sales office.
Atlanta—Techsteel Co., steel fabricating, \$100,000.
Brunswick—Georgia Power Co., power plant. Multi-million.
Cartersville—Atlanta Utility Works, machine shop: iron foundry, \$100,000. (B)
Cartersville—Concord Mills, chenille products. (B)
Chattsworth—Crown Chenille Mfg. Co., chenille products, \$230,000. (B)
Claxton—Scott Farm Supply Co., feed mill, \$100,000.
Cleveland—Cleveland Garment Mfg. Co., James P. Ash, Owner. Ladies' dresses, \$75,000. (C)
Columbus—Georgia Power Co., power plant, \$13.7 million.
Conley—Southeastern Coating Co., metal testing, \$50,000.
Cumberland Island—The Glidden Co. has arranged a 20 year mining lease on a 7,000-acre tract. Home office: Cleveland, Ohio. \$9 million. (C)
Dalton—Mayfair Chenilles, Inc., W. H. Sparks, Mgr. Tufted upholstery. Div. of Colline & Alkman Corp. Home office: New York City.
Greensboro—Greensboro Knitting Mills, Inc., Jack Patt, Plant Mgr. Knitted items. Operation began April, 1957. (B)
Macon—Weston & Brooker, crushed stone. \$1 million.
Tifton—Peelless Woolen Mills, woolen and worsted mill.

KENTUCKY

LaGrange—Clayton & Lambert Mfg. Co. \$1.5 million.
Louisville—Pomeroy Containers, Inc.
Maysville—E. I. duPont de Nemours & Co. \$1.13 million.

LOUISIANA

Bell Chasse—Brown & Root, Inc., J. P.

Groves, Dist. Supt. Waterfront terminal for construction materials, \$375,000.
Bernice—Sawmill, Courtney Reed, Pres. Operation est. to begin in late 1957. \$150,000. (B)
Geismar—Wyandotte Chemicals Corp., ethylene oxide.
Lafayette—Crescent Aircraft Corp., executive aircraft. Under construction, \$4 million.
Plaquemine—Dow Chemical Co., chemical plant. Const. est. to be completed August, 1958. \$43.5 million. (D)
Winnfield—American Tar & Turpentine Co., Inc., naval products. Construction completed April, 1957. \$358,200. (B)

MARYLAND

Baltimore—Alloy Cladding Co., Inc., 2828 Falls Rd., Peter G. Zouch, Pres. Welding laboratory and machine shop.
Baltimore—Concrete Service Corp., 2010 West Mosher St., Premixed concrete. Under construction.
Baltimore—Petersen Cabinet & Millwork Co., Inc., 3820 East Lombard St., Arnold F. Petersen, Pres. Cabinet, millwork. In operation.
Locust Point—Baltimore & Ohio Railroad, fruit pier, Howard E. Simpson, Pres. Construction est. to be completed, July, 1958. \$4 million.

MISSISSIPPI

Jackson—Mississippi Steel Corp., Flowood Industrial Dist., Walter Stewart, Pres. Reinforcing bars. Operation began early 1957. \$1.5 million. (C)
Jackson—National Cylinder Gas Co., Flowood Industrial Dist., Fred C. Heppel, Vice Pres. Commercial oxygen; acetylene nitrogen. Home office: Chicago. Operation began May, 1957.

NORTH CAROLINA

Gastonia—Northwest Plastics of Carolina, Inc., molded plastic products. Home office: St. Paul, Minn. Operation est. to begin August, 1957. \$225,000. (B)
Greensboro—Dow Corning Corp., Dr. W. R. Collins, Pres. Silicone finishes for textiles. Home office: Midland, Mich. Operation est. to begin late summer, 1957. (B)
Greensboro—Julius M. DeMay Co., Inc., ladies' and children's sportswear. (B)
Robbins—Seating, Inc., English designed chairs. (B)

OKLAHOMA

No plants Reported.

SOUTH CAROLINA

No plants Reported.

TENNESSEE

Chattanooga—Chattanooga Printing & Binding Co., James Jernigan and Norman Smiddy, officials.
Clarksville—The Trane Co., D. C. Minard, Pres. Air conditioners. Home office: La Crosse, Wisc. Operation est. to begin in 1958. \$2 million. (D)
Franklin—Ullin Box Co., W. G. Needham, Owner. Shipping crates. Home office: Illinois. Operation began May, 1957. (B)
Jonesboro—Franklin Milk Corp., John Diehl, Vice Pres. Cheese and evaporated milk. Home office: Defiance, Ohio. (B)
Memphis—Fairhill, Inc., Charles Freeburg, Pres. Prefabricated buildings.
Memphis—Ralston Purina Co., 1725 Airways Blvd., feed mill. (B)

TEXAS

Abilene—Geoscope, Inc., geological equip. for oil field use. Under construction, \$110,000.
Alto—East Texas Pulpwood Co., pulpwood, wooden pallets. In operation. (B)
Alto—Lyons Tile Co., Hwy. 21, hollow tile. In operation. (B)
Dallas—Dallas Film Industries, Joe Graham, Pres. Television, theater industrial films.
Dallas—Harbor Plywood Corp., Brook Hollow Industrial Dist., Martin N. Deggeler, Pres. Home office: Aberdeen, Wash. Plywood sales warehouse. In operation.
Dallas—Jean Thomson, Inc., 415 A. S. Ervy, Jean Thomson, Owner. Ladies' apparel. In operation.
Dallas—Masters, Inc., Irving Glazer, Pres. Plastic bottle carriers.
Dallas—Thelma Gay of Dallas, 2603 Fairmont, Thelma Gay, Pres. Blouses.
Fairfield—Tex-Sun Glove Co., work gloves. (B)

Ft. Worth—Arcraft Model Homes Mfg. Co., 1000 N. Main St., H. B. Harris, Pres. Mobile homes. In operation. \$40,000. (B)
 Freeport—Dow Chemical Co., Dr. A. P. Beutel, Gen. Mgr. Synthetic glycerine plant. Construction est. to be completed late 1958. \$45 million. (E)
 Frisco—Trio Sportswear, ladies' and children's sportswear. (B)
 Garland—Siddinger Products Co., Bruce Siddinger, Pres. Trampolines.
 Greenville—Jersey Dairies, Inc., milk processing. \$40,000.
 Greggton—Sonoco Products Co., J. M. Martin, Pres. Spiral paper tubes. Home office: Hartsville, S. C.
 Houston—Gulf Reduction Corp., Jerome Robinson, Pres. Zinc.
 Houston—Lion Oil Co., T. M. Martin, Pres. Personnel offices. Div. of Monsanto Chemical Co. Home office: Eldorado, Ark. (B)
 Kilgore—Texas Feed and Cattle Co., L. B. Jenkins, Jr., Pres. Livestock and poultry feed. Const. to be completed July, 1957. \$125,000. (B)
 Littlefield—Waterman Industries, West Delano Ave., W. E. McClain, Pres. Components for irrigation equipment.
 Mart—Jac-Elaine Mfg. Co., 317 Texas. Children's clothes. (B)
 Monahans—F. M. Reeves & Son, ready mix concrete.
 Port Arthur—Atlantic Refining Co., refinery. Multi-million.
 Port Arthur—The Texas Co., refinery.
 Port Mansfield—W. D. & G. E. Kenon, shipyard.

VIRGINIA

Leaksville and Junction—Southern Lightweight Aggregate Corp., John W. Roberts, Pres. Solite building materials. Home office: Richmond, Va. Operation est. to begin June, 1957.
 Yorktown—American Oil Co., Donald J. Smith, Pres.; Mark C. Hopkins, Plant Mgr. Gasoline refinery. Home office: Baltimore, Md. Operation began in Spring, 1957. \$35 million. (D)

WEST VIRGINIA

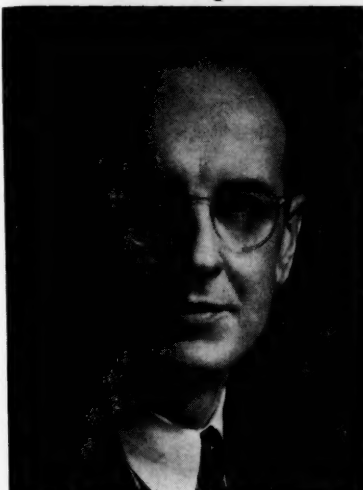
South Charleston—Will Corp., Arthur C. Cockett, Gen. Mgr. Laboratory; supply and service center. Home office: Rochester, N. Y.

Safety Engineers Help Atomic Age

OAK RIDGE. When future historians analyze the atomic age, it is safe to predict they will credit its rapid maturity to the ingenuity of the so-called "safe engineers" as well as to the discoveries of the physicists.

For without the imagination and skill of those concentrating on precautionary measures, the scientist

Florida Reporters



George C. Doherty of Jacksonville, Directory Editor, Florida State Chamber of Commerce.



William C. Shelton of Tallahassee, manager of the Business Research Department, Florida Development Commission.

would have little opportunity to work in radioactive areas.

Consider just a few of the safety devices born in atomic energy laboratories:

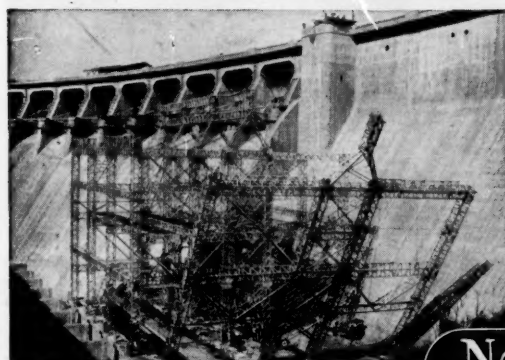
New materials and entirely different types of construction have been developed. Highly sensitive testing instruments to detect the slightest trace of contamination have been invented. The most elaborate forms of protective clothing have been fashioned.

But over and above all such measures there has been the never-ending problem of keeping the scientists and their staffs from breathing even the most minute radioactive particles. This has called for new techniques and skills in air conditioning and ventilation.

Just how is an air conditioning system set up to avoid an accumulation of radioactive particles in the nooks and corners of the lab or, much worse, in the air?

According to engineers at Worthington Corporation, which built the air conditioning systems for the three largest U.S. atomic energy installations, a ventilating pattern must be created that provides a continual flow of air from the worker, across his work and into an exhaust. The ventilating engineer must never allow air that has touched radioactive material to flow back over the worker. He must never allow radioactive particles to gather in dangerous quantities.

The air conditioning in the atomic energy laboratory, the Worthington engineers add, must also provide regulated humidity as well as cooling and filtering. Low humidity would create an atmosphere in which static electricity could gather and possibly touch off a dangerous spark. High humidity would cause the filters to clog, thus disrupting the flow of air in the laboratory.

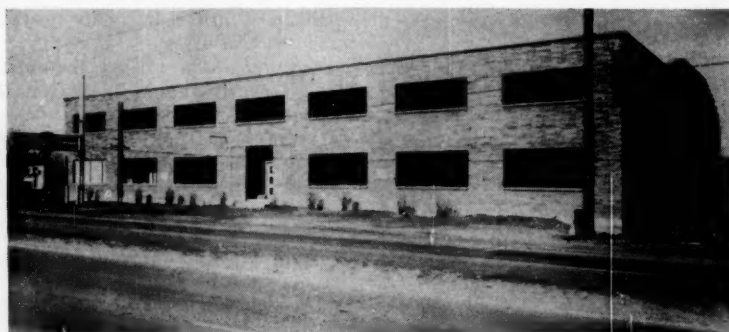


THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
 NASHVILLE, TENN. — BESSEMER, ALA.



The newest Will Laboratory Supply and Service Center is located at South Charleston, West Virginia. It is interconnected by teletype with the five other Will centers at various points.

South Charleston, W. Va. Is Site Of Will's New Service Center

SOUTH CHARLESTON, W.VA.—Newest Will laboratory supply and service center is Will Corporation of W. Va. at South Charleston. A commodious, modern plant houses large stocks of the equipment, instruments, supplies and reagent chemicals of over 900 leading manufacturers in the field. Inter-connected by teletype with the five other Will centers, it offers the complete facilities of this entire organization, especially in the handling of unusual requests and needs.

A competent technical staff, including field representatives, is available to serve laboratories of all types as is an experienced office organization to handle inquiries and orders. General Manager, Arthur C. Cockett, was, for several years, a Will field representative in New Jersey and adjoining areas. Other supply and service centers of the parent company, Will Corporation of Rochester, N. Y., are located in Rochester, Atlanta, New York, Baltimore and Buffalo.

Northwest Plastics Sets Gastonia Unit

ST. PAUL, MINN.—Northwest Plastics, Inc., of St. Paul has launched construction of a plastic molding plant at Gastonia, N. C. A subsidiary corporation will be formed for the new facility which is the first branch of the St. Paul firm.

The new factory will be called Northwest Plastics of Carolina, Inc., and it will be directed by officers of the parent company, according to President J. R. Freyermuth.

Ground was broken for the \$225,000 plant recently at ceremonies sponsored by the Gastonia Industrial Diversification Commission. The 10,000-square-foot facility will service electric and electronic component industries with intermediate plastic parts used in the manufacture of their products.

In addition to being nearer its customers—the component industry—Northwest Plastics is moving to “a good industrial climate with a large supply of skilled workers.”

Some 50 persons will be employed at the Gastonia plant when it moves into production August 1. Tailored for a molding facility, the plant is designed so it can be enlarged on any of its sides.



This Celriver Plant of Celanese Corporation of America at Rock Hill, South Carolina, has racked up an unusual record in meeting the demands for exactness in blending raw materials for high-quality production. Blending up to 14,000 pounds of material at one time is achieved at the plant in each of four Model No. 12 Rotary Batch Blenders, engineered and manufactured by the Sturtevant Mill Company of Boston. Officials said these blenders have handled such loads efficiently for nearly nine years at Celriver.

2 RECORD TAPE FIRMS PLAN TO POOL RESOURCES

OPELIKA, ALA.—Two well known names in the electronic industry have joined forces toward the development of instrumentation type magnetic recording tape.

This was made known in the announcement of "discussions" between ORRadio Industries, Inc. of Opelika, Ala. and Ampex Corporation of Redwood City, Calif.

The joint announcement was made by J. Herbert Orr, president of ORRadio Industries, Inc., and George I. Long, president of Ampex Corporation.

Mr. Orr states this was not a merger but rather a "pooling of resources".

The joint statement follows:

"The joint statement by George I. Long, President of Ampex Corporation in Redwood City, Calif., and J. Herbert Orr, president of ORRadio Industries, Inc., of Opelika, Ala., confirmed discussions between the firms.

"Research and engineering facilities of both are to join efforts in development and subsequent production of the highest possible quality magnetic recording tape. This tape is to be premium priced and directed primarily toward video, computer and instrumentation uses."

ORRadio Industries is one of the leading manufacturers of magnetic recording tape, marketing its product under the Irish brand name. The Ampex Corporation has for many years been a top name in the manufacture of tape recording equipment.

Ecusta Is Building 10th Paper Maker At Pisgah Forest

PISGAH FOREST, N.C.—Construction of the tenth paper machine at the Ecusta Paper Division of Olin Mathieson Chemical Corporation has started here, it was announced by A. J. Loeb, assistant general manager of

the Division.

Daniel Construction Company, Inc., of Greenville, S. C., was awarded a contract for the substructure portion of the work which included the sinking of piles. The substructure phase is to be completed during June, when construction of the building and the installation of the paper machine and related equipment begins.

The new machine is being built by Rice Barton Corporation, of Worcester, Massachusetts.

Chas. T. Main, Inc., of Boston is the consulting engineer for the project. Its construction supervisor, Leo Golden, is already in residence and will remain here until startup, which is expected to take place in the spring of 1958.

The new machine, to be considerably larger than the nine machines now in operation, will represent the latest and most advanced engineering thinking. It will enable Ecusta to offer a more fully diversified line of quality papers. Initially the new machine will be adapted to runs for production of Bible paper, thin publishing papers, and carbon papers.

Mead Corp. Adds Atlanta Subsidiary

DAYTON.—Approval of the affiliation of the Atlanta Paper Company with the Mead Corporation has been voted by stockholders of Mead. The proposal for the merger was announced early this year.

Under terms of the agreement, Atlanta Paper becomes a wholly-owned Mead subsidiary. Management of the Georgia firm will remain unchanged under the direction of President Arthur L. Harris. The latter also has been elected to Mead's board of directors.

Following the stockholders meeting at Mead's headquarters here, Donald F. Morris, first vice president since 1952, was elected president. He succeeded Howard E. Whitaker who moved up to the office of board chairman. Sydney Ferguson, chairman since 1948, was retired. He will continue as a director and member of the executive, finance and policy committees.

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An Announcement of Particular Interest to Manufacturers and Sales Promotion Organizations

A new corporation utilizing the resources and talents of two well-known companies has been organized to offer specialized motion picture production services to business firms and organizations throughout the nation.

The new concern, INDUSTRIAL SOUND FILMS, INC., is jointly owned by George M. Kirkland and H. McKinley Conway, Jr. Mr. Kirkland is widely known in the film industry as President of International Sound Films, while Mr. Conway has gained national recognition as publisher of INDUSTRIAL DEVELOPMENT and MANUFACTURERS RECORD.

Under the imaginative leadership of these two dynamic young executives, INDUSTRIAL SOUND FILMS, INC. is equipped to produce a variety of full color motion pictures for use in public relations, sales promotion, personnel training, and operations analysis. From editorial planning through all phases of production, the new firm offers professional service geared to meet the specific needs of the industrial film user.

INDUSTRIAL SOUND FILMS, INCORPORATED

CONWAY BUILDING

NORTH ATLANTA 19, GEORGIA



Setting up production board for a new film are George Kirkland, production head, and Gil Haimsohn director and cinematographer. Production of an outstanding industrial film requires close coordination of research, script writing, shooting schedules, sound, editing, and processing.



Conferring on specialized editorial content are Conway Publications staffers, including Beth Friedman, chief researcher; McKinley Conway, editor; Jouett Davenport, managing editor; and Bill Pruett, art director. A wide range of technical and industrial experience can be brought to bear on any film project.



Completely-equipped recording studios as well as a large sound library are part of the modern facilities provided by INDUSTRIAL SOUND FILMS. Among production technicians are Hollywood-trained cameramen and narrators with radio broadcasting background.



INDUSTRIAL SOUND FILMS offers fully-equipped mobile units which film "on location" anywhere in the nation. Work may be done outdoors as in this case or indoors, utilizing large sound stages where weather and light can be controlled. Examples of color films made by the organization are available for showing to prospective clients.

your inquiry is invited; no obligation, of course

Special Advantages Pull Industry South

An executive in one of the nation's leading chemical industries presents here his views on the South's potential and outlines his company's expansion in the region . . .

By EDWARD D. POWERS

Vice President, American Cyanamid Company



Edward D. Powers, Vice President of The American Cyanamid Company.

NEW YORK.—A new plant is being erected in the South every day. Since 1946, in the Southeast alone, industry has created more than 200,000 new jobs and invested about \$3 billion in new construction. About 50 per cent of all new chemical plants erected in the past ten years are in the South. A recent survey found that the South now does 23 per cent of the nation's business and within ten years it is expected to have 30 per cent of the country's manufacturing facilities.

Why is so much industry coming to the South? It isn't merely a matter of industry picking up its facilities and moving from the North. The fact is that Northern industry is expanding in an area where the conditions are better and they can supply a large and ready market. Basically, these better conditions are three: a large available labor supply, plentiful resources and cooperative, forward looking government.

Mechanization of farms has allowed a large portion of the South's increasing population to go to work in industry. People are available from 25 to 50 miles around a plant site; all a manufacturer has to provide is a large enough parking lot. Some plants have over 15,000 employees. With the southern surge of industry has come a higher standard of living. Wages in the South are tending to level with those in the North.

In the South, abound supplies of water, natural gas, metallic ores, oil and electric power. And, of course, the climate allows reductions in construction costs and year-round ease of maintenance. In addition to these factors, there is in the South a progressive governing group, which has aided this industry influx. Forward looking programs of reforestation, conservation and irrigation have brought many acres back to economic usefulness. Community atmosphere is also favorable with a recent growth in local Chambers of Commerce and Economic Councils to bring in industry.

South's Potential Seen

American Cyanamid Company was among the first large industrial organizations to recognize the many advantages the South has offered. It acquired its first southern facility in 1915 and the trend has been continuing. For instance, in January we announced a new flakboard plant in Farmville, North Carolina; we shall open a new triple superphosphate plant in Brewster, Florida, in May; and ground will be broken for our Creslan® synthetic fiber plant near Pensacola, Florida, in the near future.

Cyanamid currently operates 17 manufacturing and mining facilities in 11 southern states. Since 1950, Cyanamid has invested more than

\$120 million in new construction and additions to existing facilities in the South. The company currently employs about 3,200 people in that region.

But even with the surge of industry, the South can boast of a more balanced economy than any other large area of the country. Great emphasis has been placed on the development of agriculture both from the standpoint of producing and using crops. Although the South has always been an important factor in the nation's agriculture, there was a time when it was primarily dependent upon just two crops, cotton and tobacco. In the past two decades the area has diversified to the point where it is a leader in many crops. Beef and dairy products have become increasingly important and advances have been made in pasture crops, in grains, in vegetables and with pine as a crop for wood pulp. Balance has also been achieved in industry. World War II brought in war plants—airplane factories, shipyards, steel mills, synthetic rubber plants—since 1946 many of these imbalances have been removed.

Developments in the food field such as the origination and development of frozen juices and concentrates have been a truly significant postwar development. Not only has it strengthened the South's position in citrus fruits but it has brought in processing

plants and canning factories.

The growth of the Southern textile industry is running ahead of the rest of the country with an increase of one million spindles while the national total has recently declined. Some mills operate 144 hours a week. It's generally acknowledged that the South has also taken the leadership in the paper industry.

A leading metals company has announced a new 200 million pound a year aluminum plant. Aluminum is still the leading metal produced in the South, because of the proximity of domestic bauxite mines and import sources. There is still a slight "deficit" in steel production for the South's use of between two-to-three million tons, but additions to plants, new furnaces and new rolling mills should enable it to catch up rapidly.

Manufacturing Gains

Machinery manufacture in the South has doubled in the past ten years, but still lags slightly, awaiting only the training of skilled craftsmen. Two important electrical equipment manufacturers have built two dozen southern plants in ten years.

Growth is also the by-word in new technologies, particularly atomic and nuclear energy. Progressive utility companies are committed to various development projects and the Federal Government has established atomic development plants at Oak Ridge and Savannah.

It is interesting to note just what this balanced expansion has done for the individual in the South before turning our attention to the chemical industry.

The depression of the Thirties hit the South particularly hard. The average income in the southeast plummeted to \$191 in 1932. Its two crop economy, unbolstered by industry was laid waste.

During the Forties defense spending and money from the vast military encampments scattered around the South brought in millions of dollars. By the time Japan surrendered, per capita income had risen from \$287 in 1939 to \$802 in 1945. Farm income in the South, aided by the nationwide increase in food consumption, better conservation practices, better seed and mechanization, rose from \$831 million in 1940 to \$2¾ billion in 1945. In 1955 cash farm income exceeded \$4 billion.

Bank deposits tripled in that five year period to \$12½ billion. Today they stand at \$14 billion. By 1955 per capita income had risen to \$1,207.

You get a clearer idea of the South's balanced economy when you realize that the area has surpassed the nation's rate of advancement since 1946 in the following representative fields: banking, construction, motor vehicle registrations, life insurance in force, electric energy produced, telephones in use, gross personal income, value of minerals produced, cash farm income, number of industrial and commercial organizations in business, beef cattle on farms, commercial chicken production, wholesale and retail sales and number of manufacturing plants.

It is true that the incomes of some of its people are not up to the national average, but that is coming. Harold F. Clark, professor of Economics at Columbia, has said, "there is no reason why within a century South Carolina, Mississippi and Arkansas should not become the three richest states in the union. They are better supplied with water than almost any other states. This could easily become a decided advantage in

the period just ahead.

"A dependable supply of water is going to be crucial to agriculture. Many industries are already drastically limited because of the growing shortage of water. Couple these facts with a climate mild enough for workers to spend their leisure time outdoors almost the year around, you have the basic requirement for an extraordinary economic expansion."

Resources Important

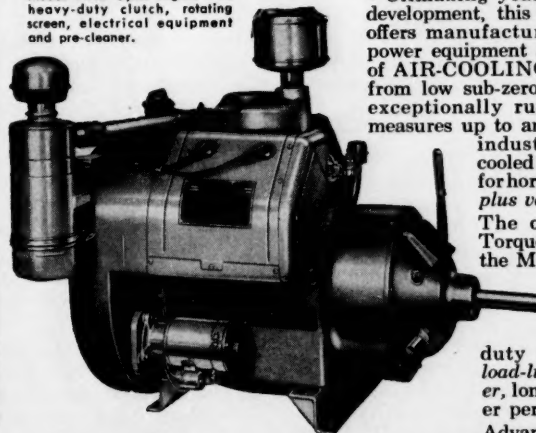
The chemical industry has invested a great deal of money in the South in the past ten years. This is a natural trend since from two-thirds to three-quarters of the U.S. crude oil, natural gas resources and other basic raw materials appear to lie in the southern states.

During 1956 the chemical industry completed \$1.1 billion worth of new domestic construction and had a billion dollars more under construction or planned. Four of the top five states in new chemical projects completed, under construction or planned during 1956 were southern . . . Texas, Louisiana, Florida and West Virginia.

Throughout the nation chemical

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projects were launched in 406 communities. Texas, which is the third ranking chemical producing state, led in the number of projects with a total of 81 in the three categories, at an estimated \$639,961,000. The new plants are located in 29 communities.

Louisiana had the second largest construction figure, with a total of 39 projects located in 17 communities with a total value of \$378,660,000.

Florida ranks fourth in the nation in chemical construction, having rocketed in value from 26th place in three years. Twenty new construction projects, totalling \$237,900,000 in value, were completed, under construction, or planned during 1956. Most of us normally think of Florida as a vacation land which depends on tourist spending for revenue. However, on the basis of rate of chemical expansion, Florida trails only Texas.

A major factor in Florida's boom has been its phenomenal population growth. The state has pushed from 31st in rank to 16th since 1930. Experts predict that it will reach tenth place shortly. To date, chemical construction in the "Sunshine State" is concentrated around Jacksonville, Tampa, and Pensacola.

Florida Chosen

Cyanamid is contributing to the Florida growth. Before announcing our decision to erect a synthetic fiber textile plant near Pensacola, we investigated many possible locations and evaluated each against a set of more than 20 criteria. The most important factors were the need for water to process Creslan, proximity to the source of raw materials and textile markets and living conditions necessary to attract and hold skilled personnel.

It's generally true that, as corporations continue to expand or decentralize, the selection of a site for a new plant increasingly demands evaluation of a great many factors most of which are a matter of executive judgment.

Factors are relative, of course. For instance, Creslan fiber requires water of relatively constant purity, a factor of little importance for some other types of chemical plants. Pensacola filled this requirement.

Of prime importance in selecting Pensacola, was the establishment of a reliable list of specifications for the new plant by our Research Division.

Edward Doyle Powers, a vice president and director of American Cyanamid Company, was born in New York City on February 27, 1900. He received his early education in New York, discontinuing his studies at Stuyvesant High School in 1917 to join the Air Nitrates Corporation on the Muscle Shoals project as a draftsman.

His formal education was completed through evening courses at Columbia University and New York University. Powers went on to the position of design draftsman at the Niagara Falls Plant of American Cyanamid, serving in that capacity from 1923 through 1927. Continuing on up the ladder he held positions of increasing importance, including assignments in South Africa and in Canada.

In 1950 Powers was elected a vice president of American Cyanamid and was made a director in 1951. Two years later he was elected president of Chemical Construction Corporation, Cyanamid's engineering subsidiary. He also has official capacities with a number of other subsidiaries and associated companies of Cyanamid.

Powers resides in New York City and is active in community projects.

To this were added specifications on marketing, transportation, raw materials, engineering, personnel and related community matters such as housing, school facilities and recreation resources. Unless these requirements are properly developed, the various factors affecting site selection cannot be intelligently evaluated.

The Creslan site on Escambia Bay met the usual requirements admirably. Creslan's prime raw material, acrylonitrile, is made at a Cyanamid plant near New Orleans and can be brought in by rail or water. The Florida location also lends itself to efficient servicing of the southeastern states where the bulk of America's textile spindles and looms are now concentrated.

There were also measurable factors directly affecting cost of production which had to be analyzed. Such things as local labor rates; freight on raw materials and finished products to market; cost of warehousing and distribution; cost of fuel, power, water, taxes and insurance, plus effect of climatic conditions on cost. For the Creslan plant these factors such as fuel and power could be calculated exactly. The others had to be determined by the local situation.

Also to be considered were the non-recurring costs such as land, site preparation, foundations, rail, road and highway connections. Non-recurring costs include also, consideration of cost for drainage and flood control facilities, water and power supply installations, effect of the climate and location on construction costs. Because of the favorable climate, con-

struction work on our plant is expected to proceed with only minor interruption because of the weather.

There were also intangible factors that had to be considered. These included proximity of the Creslan site to research and technical service facilities, suitability for expansion; nature and quality of labor supply; number and nature of neighboring industries; living conditions and cultural facilities.

In addition, a pilot plant for process development will be located at the plant site. This means it will be within easy distance of southern textile centers and research and technical centers located in Georgia and the Carolinas.

Favorable Factors

All these things were favorable to us and greatly facilitated our choice. That will give some idea of the selection process gone through on each plant site.

As our president, Mr. Towe said at the recent announcement of our Farmville, N. C. plant, "sentiment rarely gets into the picture at all and then only if all other factors seem to be in balance. (Sentiment as a factor of importance in the location of industrial plants, became a casualty of the transition from ownership to professional management of our larger corporations.) Reduced to its simplest terms, therefore, the location of a manufacturing plant is resolved in favor of the site which realistically satisfies the 'arithmetic of economics,' and in many cases, governmental cli-

mate 'tip the scales.'

In the South we find that community atmosphere and the other aspects of governmental climate are not only acceptable but highly satisfactory from Cyanamid's point of view."

Industry Pleased

The chemical industry is pleased with the role it has played in the new South. Not only in its industrial expansion but in the contributions to such fields as agriculture, textiles, paper, petroleum, and metals which help achieve a balanced southern economy. Chemical advancement in farming permeates many phases of

production. It is increasing productivity both per worker and for the total agricultural economy. For instance, systemic insecticides such as Thimet,® used to treat cotton seeds to protect them for early infestation; phosphate insecticides such as Malathion which recently played an important part in ridding the citrus areas of the Mediterranean fruit fly; fertilizers; herbicides and defoliants all of which assist in creating greater yields per acre.

Synthetics Help

In the area of textiles, new synthetic fibers along with textile finishes

and dyes have helped increase the South's importance in this field. Petroleum manufacture receives impetus from chemical cracking catalysts while the paper and pulp industry is assisted by aluminum sulfate, rosin and wax sizes, and wetting and foaming agents.

10,000 More Plants

Experts expect that 10,000 more new plants will be erected in the South by 1964. The dependence of other industries on chemicals assures that the chemical industry will also continue its southern trend.



H. M. Conway, Jr. (left), editor and publisher of *Manufacturers Record* and *Industrial Development* magazines, was principal speaker at the recent 53rd annual meeting of the Rocky Mount, North Carolina, Chamber of Commerce. He is shown with (left to right) Jacob Winstead, retiring president of the chamber who is receiving a plaque; W. P. Saunders, head of the North Carolina Department of Conservation and Development, and Graham Dozier, executive vice president of the chamber.

Newspapers In Vanguard Of South's Progress

The Southern Newspaper Publishers Association represents 404 dailies which are a potent force in the dynamic economy of the South. This is the story of the association's activities and services in the region . . .

CHATTANOOGA.—The Southern Newspaper Publishers Association has grown from an idea shared by 34 newspapermen 54 years ago into a force joining 404 dailies in 14 states with a daily circulation of over 11.6 million and a Sunday circulation of nearly 10 million—a force that is in the vanguard of every effort to develop the South.

James L. Knight, vice president and general manager of the Miami Herald and publisher of the Charlotte (N.C.) Observer, is president of the Association. Hugh B. Patterson, Jr., publisher of the Arkansas Gazette (Little Rock), is treasurer of SNPA. The late Charles McD. Puckette, vice president and general manager of the Chattanooga Times, served as president of the Association in 1956, and was chairman of its board of directors at the time of his death in January of this year.

The regional membership of SNPA consists of daily newspapers published in the 14 states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. Extra-regional members are situated in Maryland, New Mexico and Bermuda.

The headquarters office of the Association in Chattanooga operates under the direction of Secretary-Manager Tom Tanner. Mr. Tanner was head of the Labor Department of the organization for 16 years until he succeeded Walter C. Johnson, Sr., who retired in 1954.

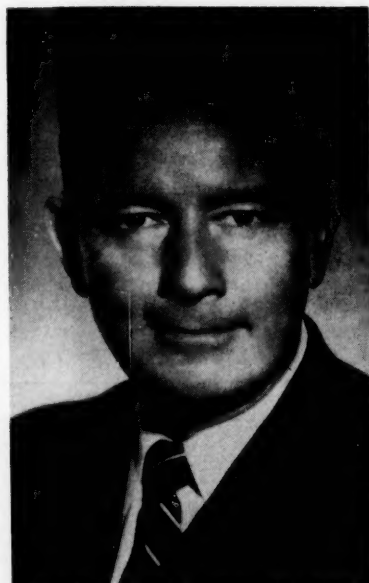
High Principles

The functions and purposes of the Southern Newspaper Publishers Association are broadly outlined in Article II of its Constitution and By-Laws, which states: "The purpose of this organization shall be to advance the welfare of its member newspapers so that as a free and strong press they may best serve our nation and its people."

In carrying out the objectives set forth above, the SNPA is constantly alert to assist its members in every possible way to improve the quality of their newspapers and their services to the communities in which they circulate. The Association helps its member newspapers to improve the efficiency of their operations, to increase their revenues and to keep their operating costs at a level that will enable them to earn satisfactory profits.

Clearing House

Many of the benefits of Association membership are made possible by a continuous exchange of information on all types of newspaper problems, with the headquarters office serving as a clearing house. When individual members present problems to the SNPA office, it is often found that other members have already solved the same problems and reported their solutions to the Association's headquarters; thus the needed information can be supplied immediately. When new problems arise, surveys are conducted among the membership and



James L. Knight, vice president and general manager of the Miami (Florida) Herald, publisher of the Charlotte (North Carolina) Observer, and President of SNPA.

other possible sources of information to serve the members affected.

Inquiries to the headquarters office cover an extremely wide variety of subjects. For example, a few of the subjects on which members have requested information recently are: Building plans for newspaper plants; air-conditioning problems peculiar to newspaper buildings; insurance coverage for newspaper operations; salary schedules and incentive pay plans for various departments; retirement and profit-sharing plans; employee suggestion programs; equipment depreciation schedules for tax purposes; hospital-medical-press codes; legal restrictions on advertising of securities; military leave policies; methods for measuring productivity in mechanical departments; accounting forms; advertising budget percentages for different businesses; circulation promotion plans; anniversary and special edition promotions, and public relations programs.

Cost and Revenue

Every member of the Association also has the privilege of participating in the "Annual Cost and Revenue Study," sponsored by the SNPA and

other newspaper associations. Participants in this study furnish the headquarters office with a recap of their operations for the calendar year, on a strictly confidential basis.

The data for newspapers in all parts of the United States are analyzed and condensed by a central accounting office. Each participant is provided with a booklet comparing his cost and revenue figures for each department with corresponding figures of numerous other newspapers in the same circulation bracket.

The comparative figures enable publishers to spotlight departments in which their costs are abnormally high or their revenues abnormally low. Although no newspaper is identified, all those taking part in the study can arrange to exchange more detailed information with other newspapers, where mutually agreeable.

Utilization of these annual cost and revenue studies has made it possible for many member papers to easily determine weak spots in their operations and make needed changes to improve their balance sheets.

Legislative Matters

The SNPA does not maintain legislative lobbies, but keeps its members informed of all proposals in the national congress and the legislatures of the Southern states which may be inimical to the interests of the newspaper publishing business. Members are supplied with important facts about such legislative proposals and asked to express their opinions to their state and national legislators. Member publishers frequently testify in behalf of the Association before committees of the national congress and state legislatures which are considering bills affecting newspaper operations.

The Association maintains ten active committees whose members specialize in problems pertaining to advertising, business management, circulation, editorial matters, labor relations, legislative matters, newsprint, newsprint mills, public relations and schools of journalism. The headquarters office mails weekly bulletins to the membership on these and related subjects. Nearly 700 bulletins were published by the SNPA during 1956.

For more than 20 years the Association has maintained a labor relations department to supply information and field services needed by member newspapers in dealing with labor unions represented in their plants, including



Hugh B. Patterson, Jr., Publisher of The Arkansas (Little Rock) Gazette, is treasurer of SNPA.

typographical, pressmen, stereotypers, photo-engravers, mailers, the Newspaper Guild and others. Voluminous files of current newspaper union contracts are maintained in the headquarters office. Men specializing in newspaper labor relations analyze contract proposals made by the various unions and offer suggestions for counter-proposal by publishers. Members are supplied with complete, up-to-date contractual and wage scale data.

Upon request, members of the Labor Department staff participate in union contract negotiations with member publishers. The department also represents members of the Association in labor contract arbitrations, involving preparation of briefs and participation in oral hearings.

Walter Johnson, Jr., who joined the SNPA Labor Department in 1939, became department manager in 1954, succeeding the present secretary-manager, Tom Tanner, who had headed the department for 16 years. John A. Hogg and Grady M. Lemons are associated with Mr. Johnson.

The SNPA Labor Department also keeps the membership informed concerning federal and state labor laws and regulations affecting newspaper operations, through weekly bulletins and in answer to direct inquiries. Included among the laws of particular interest to newspapers are the National Labor Relations Act, the Fair Labor Standards Act, child labor laws

and right-to-work statutes.

Labor Conferences

The SNPA Labor Committee sponsors an annual two-day meeting of Association members devoted to frank discussions of current problems in newspaper labor relations. This off-the-record meeting attracts newspaper executives from all sections of the country.

The Association also conducts two mechanical conferences each year, one each in the Southeast and the Southwest, where executives of newspaper mechanical departments discuss their problems. Nationally-known specialists address these conferences. Particular attention is paid to new processes and developments in the newspaper equipment and machinery fields. Attendance at each conference ranges from 350 to more than 400 persons.

The SNPA stages annual conventions for the entire membership, at which a wide range of newspaper problems are discussed in general sessions and roundtable conferences. Top-flight speakers on newspaper publishing subjects are heard, and routine business of the Association is conducted, including election of officers and directors. Convention attendance is usually well in excess of 500. The Association's 54th anniversary convention will be held in November at Boca Raton, Fla.

In addition to its publisher membership of more than 400, the SNPA has as associate members 50 firms having a community of interest with the newspaper publishing industry. They include supply, equipment and newsprint manufacturing firms, national advertising representatives, feature syndicates, Sunday magazine publishers and others. Representatives of these companies attend SNPA conventions and mechanical conferences, taking part in many of the functions.

Newsprint's Contribution

Today the young industrial Southland is just beginning to show its possibilities. Southern newspaper publishers have been consistent leaders in contributions to the economic progress of the South, playing an important part in converting it into the fastest growing and most rapidly developing region in the nation. Over a period of many years, the SNPA has been chosen to serve as sponsor for every major project undertaken and accomplished cooperatively by Southern newspapers.

SPECIAL REPORT

From its very beginning the Association has been a champion of the South and a firm believer in the almost unlimited possibilities for economic development of this region. Members of the SNPA demonstrated their unwavering confidence in an all-out and successful effort during the late 1930's to establish the first mill in the South to make newsprint from Southern wood pulp. Member publishers supplied a large amount of cash, as well as faith and determination to bring the Southland Paper Mills, Inc. into production of newsprint at Lufkin, Texas, in 1940. That dramatic achievement in the face of overwhelming odds focused the attention of paper mill owners on the South, and as a direct result Southern mills produced more than 500,000 tons of newsprint in 1956.

Newsprint Output Rises

According to projected figures furnished by Southern newsprint mills, it is estimated that production in the South will reach 733,000 tons in 1957; 850,000 tons in 1958 and more than a million tons in 1959.

The confidence and continued efforts of Southern newspaper publishers through the SNPA led to the construction of another mill at Coosa Pines, Alabama, starting in 1947 when the Kimberly-Clark Company interests readily accepted the cooperation of the Association. Members dipped into their resources again to provide more than \$10 million in capital for the establishment of the Coosa River Newsprint Company, which began production in 1950.

Bowaters Southern Paper Corporation also saw the attractive possibilities for the production and sale of newsprint in the South, made evident by SNPA, and in 1954 production began in that Company's new plant at Calhoun, Tenn. Once again Association members were called upon to support a newsprint mill venture—this time in pledges to contract for tonnage on a long term basis.

International Paper Company has also extended its newsprint manufacturing operations into the South, building a newsprint mill at Mobile, Ala., which began production last December of 300 tons per day. Annual production of the Mobile plant is expected to be in excess of 135,000 tons. The Company's second Southern mill is under construction at Pine Bluff, Ark. Production there is expected to

get underway this fall with a capacity of 135,000 tons annually.

Southern newspapers consumed an estimated 1,200,000 tons of newsprint in 1956 and this figure is expected to increase. More than \$162,000,000 was spent for newsprint by Southern newspapers last year.

The Association's continuing interest in Southern pine—considered unusable for the manufacture of newsprint until Dr. John Herty developed a process at Savannah 20 years ago for making such paper out of pine wood—has had a far-reaching impact on the over-all economy of the South. Dr. Herty's developments led to a much greater demand and a broader market for small-sized pine trees; thus making tree-farming profitable for a greatly increased number of small land owners.

Pulpwood mills have been in operation in the South for many years, but the pulpwood industry received strong impetus when Southern pine began to be used for the manufacture of newsprint. This new branch of the industry brought the investment of many millions of dollars of additional capital in the South, and is furnishing steady employment to thousands of Southern people.

South Leads

In a relatively few years, the South has come to produce well over half of the nation's pulpwood. Southern newspapers, individually and through the SNPA, forecast the rapid expansion of the paper and pulpwood industry and encouraged sound forestry practices for many years. As a result of this great expansion, tree farming has provided another great cash crop for the South—equalling or surpassing cotton as the No. 1 crop in several states. It is estimated that more than 80 per cent of the pulpwood produced in the South comes from pine trees grown on the holdings of a million and a half individual land owners. More than 625,000 cords of Southern pine were used in 1956 for the manufacture of newsprint alone.

Circulation Growth

The growth of Southern daily newspaper circulation in the last three decades has important cultural and economic significance. It has resulted largely from the resourcefulness, energy and vision of Southern newspaper publishers who, individually and through the Association have campaigned vigorously for years to dispel the tag of illiteracy bestowed upon the South. The tremendous increase in the circulation of its newspapers—more than 300 percent since 1925—is further proof that the South is coming into its own. The increased dissemination of both news and advertising to the population has more than kept pace with the industrial surge of the region.

In 1925 total daily circulation in the South was less than four million. In 1956 it was more than twelve million. SNPA member newspapers last year had a daily circulation of 11.6 million—or 95.3 percent of the total in the South, and more than 20 percent of the total in the United States. Percentagewise, the gain in circulation in the South was far greater than that for the nation. The number of dailies in the U. S. decreased during the 31-year period between 1925 and 1956. However, the number of Southern dailies increased from 455 in 1925 to 517 in 1956.

Training of Men

SNPA has always been interested in the training of newspapermen for both the editorial-business side and the mechanical departments. In 1921, the Association became interested in a new journalism school at Washington and Lee University in Lexington, Va., at which General Robert E. Lee had sought to establish journalism instruction during the late 1960's, and raised an endowment fund for the construction of the school.

The lack of training facilities for young men interested in the printing trade led to SNPA support of a printing school founded in 1920 in Macon,

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Ga. Many member publishers contributed to this school until it became a private and profit-making institution.

For many years the SNPA has been one of the contributing sponsors of the Southern School of Printing, founded in 1919 in Nashville Tenn. More than 4,500 young people have received training at the school.

The Southwest School of Printing was established in Dallas about 1938 with the cooperation of commercial printing firms and newspaper publishers. SNPA members have been active in supporting that school, which was re-opened in 1946 after being closed during World War II. During the last ten years more than 500 printers have been in training at the school. A merger of the school with Sam Houston State Teachers College in Huntsville, Texas was effected recently. An expanded training program has been set up, and the operation continues under the name of the Southwest School of Printing.

Summarizing the purposes and functions of the Southern Newspaper Publishers Association—this organization for more than 50 years has been in the forefront of every worth-



"I'll have to hang up now, Stella, the Boss needs some help with my work."

while activity designed to advance the cultural and economic welfare of Southern newspapers and the South. The SNPA is dedicated to that cause. Leaders of the organization from year to year are never content to rest on past laurels, but are determined to press on to greater accomplishments in the future.

As the South grows, so does the useful participation of the SNPA, through its members individually and as a whole, in continuing its contributions to the development of this great and progressive region.

NATIONAL PAPER IS ACQUIRED BY CAROLINA FIRM

HARTSVILLE, S.C.—National Paper Company, paper manufacturer and converter in Atlanta, has been acquired by Sonoco Products Company of Hartsville.

According to Charles W. Coker, executive vice president of Sonoco, the acquisition was made through an exchange of stock. No details of the transaction were announced.

Plants of National Paper are in Atlanta, Georgia, and nearby Bolton. Sonoco operates nine plants in the United States. It also has subsidiary companies in Mexico and Canada, along with affiliate companies in England and Australia.

Principal business of Sonoco is the manufacture of conical and cylindrical paper containers for the textile, building construction and electronics industries.

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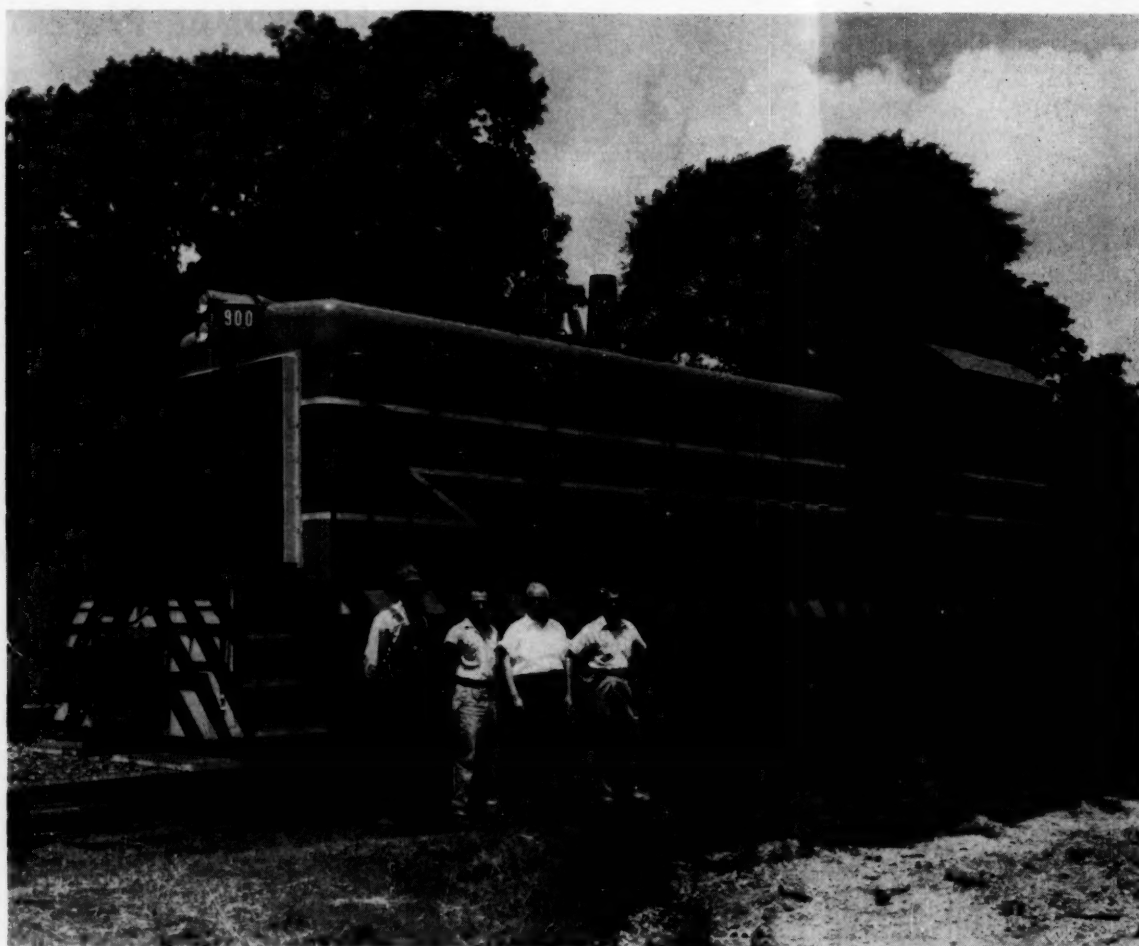
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Shown (left to right) are Leon Walker, brakeman; V. W. Barr, engineer; T. J. Pittman, general manager, and Iddo L. Enochs, president, of the Fernwood, Columbia and Gulf Railroad Company. The locomotive is a new General Motors 115-ton, 900-horsepower switcher recently put into service on the FC&G.

The Fernwood, Columbia and Gulf Railroad: A Saga Of Southern Opportunity

By Charles Layng

FERNWOOD, MISS.—When there was an apparently limitless supply of lumber to be cut in Mississippi, the State was criss-crossed with some fifty or more logging railroads, belonging

to the huge lumber companies who conducted the sawmill operations. However, the magnificent tree crop was eventually cut over and, with the disappearance of their principal

source of traffic and revenue, most of the logging lines went out of business, or were absorbed by larger railways.

One exception to this is the Fernwood, Columbia and Gulf Railroad

Company, owned by the Enochs family and serving three counties in southern Mississippi that adjoin Louisiana. By alert and intelligent management, they not only retained the railway as an important factor of the economy in the area it serves, but also built it into a productive property. Further, in 1953, the Enochs family branched out still more into the railway field through the purchase of the Bonhomie and Hattiesburg Southern, a line extending for twenty-four miles out of Hattiesburg, Miss., and owning valuable industrial sites in that city. The two railroads have no direct connection owned by the Enochs family, but somewhat similar efficient methods have been employed on both.

The Fernwood, Columbia and Gulf operates between Fernwood and West Columbia, Mississippi, with trackage rights over the Gulf Mobile and Ohio Railroad, to Columbia, via the Pearl River bridge. En route, it serves Tylertown, Miss. Walthall county is one of the very few counties in the United States that has only one postoffice; in this case, Tylertown.

Other Roads Connect

Connections with other railroads have been one of the means whereby the Fernwood, Columbia and Gulf has been able to survive the loss of the virgin timber traffic. Such connections are: with the Illinois Central Railroad's main line between Chicago and New Orleans at Fernwood, and with a branch of the Illinois Central's line between Jackson and Gulfport, Miss. at West Columbia; with the main line of the Gulf, Mobile & Ohio between Jackson, Miss., and New Orleans at West Columbia, and a branch of that line at Tylertown. By hard work and astute management, through rates and divisions were established that permit the handling of "overhead" traffic (freight not originating locally on the line). Two most important factors have kept the volume of this overhead traffic at a high level.

Such overhead traffic has been built up to the point where it amounts to more than 33 per cent of the Fernwood, Columbia and Gulf's total traffic, and an even greater percentage on the Bonhomie & Hattiesburg Southern. The latter line is an important link in the handling of traffic through the Natchez gateway, in connection with the Mississippi Central; providing a through route, for example,



The FC & G Railroad has bought modern equipment such as this LeTourneau machine working along a right-of-way of the railroad.

from Mobile to Natchez, via the Gulf, Mobile & Ohio to Beaumont, Miss., the Bonhomie & Hattiesburg Southern to Hattiesburg and the Mississippi Central to Natchez.

Salesmanship

All of this is backed up by alert and aggressive salesmanship and by giving good service. The Fernwood, Columbia and Gulf has an executive general agent and a general agent who cover the entire Southeast thoroughly, as well as calling upon important shippers in other sections of the country. Their outstanding sales point is that cars routed over the Fernwood, Columbia and Gulf (and also the Bonhomie & Hattiesburg Southern) avoid the big terminal points, where delays are likely to occur. Such a claim, of course, must be backed up by good service and an efficient well-maintained railroad to assure such service on a dependable basis. The Fernwood, Columbia and Gulf is such a railroad. The management does not hesitate to spend large sums in improvements. For example, in common with all logging lines, the original railroad, built in the 1880s, went where the timber was thickest and hence crossed the innumerable ridges and watersheds that abound in this hilly section of Southern Mississippi. Also, like other logging railroads, its builders had found it much cheaper to build long wooden trestles rather than to make fills. There were originally more than 60 such trestles on the 44 miles of line. These required expensive maintenance and recently a large program was undertaken to replace many of these trestles with per-

manent earth fills. Characteristically, the management purchased a LeTourneau "Tournapull" to do this work faster and more efficiently than by the old-fashioned dump-car method. For one thing, this machine, being an off-track instrument, avoided interference with train operation and attendant delays which might cause missed connections with the other railways.

Also, following the modern trend, the Fernwood, Columbia and Gulf was completely dieselized more than ten years ago. It has had six diesel locomotives for some years and recently added a 115-ton road switcher to its fleet, which is by far its largest diesel unit.

In addition to the overhead traffic, business has been built up by fostering local industries along the line, while a program of industrial development has resulted in the location along the line of three new industries within the past year. The Fernwood, Columbia and Gulf owns a tract of 300 acres of desirable industrial property at Fernwood, and the Bonhomie and Hattiesburg Southern has a 12-acre site in Hattiesburg, having recently sold the larger portion of the property to new industries.

Family Enterprise

The great-uncle of the present president of the Fernwood, Columbia and Gulf was the railroad's first president and the father of the present incumbent was also president of the railroad for many years. Iddo L. Enochs, who is now president, is one of several executives in the South who are successfully operating businesses started by their forefathers. He is one of a sizeable group of bright young men who have continued to improve the family properties.

Mr. Enochs, who was born in Columbia, Miss., in March, 1928, was graduated from Culver Military Academy and from Purdue University (as was his father). After serving a two-year hitch in the Army immediately after graduation, he entered the service of the railroad and, after the death of his father, became president of the railroad in January, 1955. His stewardship of the property has indicated that the tradition for intelligent and efficient management inherent in the Enochs family will be carried on, uninterruptedly.

MANAGEMENT LOOKS AT MANAGEMENT

An expert on management development tells here his ideas on building executive strength in industry

**By Roy G. Hemminghaus
Vice-President, Manufacturing
The Chemstrand Corporation**

BIRMINGHAM.—It's been said many times before but it's worth saying again.

Without complete TOP management support, any organized management development effort is not worth what it costs.

Please remember that I said, "Without full support, it is not worth what it costs", not that it is completely worthless. Obviously any training or personnel development effort helps "somebody" to some degree. But we also know that cost is extremely important to a profit making organization.

You have also probably had a speaker or two tell you how to "sell" top management on management development. I wish I could, but I cannot for a very special reason. Any salesman worth his salt never hits a prospect or a sales target "cold". Before he makes his contact he learns all he can about his prospect, his needs, his desires, his biases and prejudices. And I just don't know any of these things about your top management! So how to "sell" a management development program is your problem.

It is also your job. And maybe it is not too difficult a job at that because in fairness to top management in many, if not most, instances they are already sold.

To be successful and return a profit, management development must be included in management philosophy, and that philosophy must in turn be translated into positive policy and both the philosophy and the policy must be communicated to, accepted by, and carried out by all levels of supervision. Management development must actually become an inherent part of management itself. It must become a way of administration.

Actually, it is automatically, because

without any formal program or plan, management must develop succeeding management or the enterprise goes under.

Oh I know we pride ourselves on being "self-made men", but no one grows or develops alone. Somewhere along the way somebody helped. Perhaps only by supplying the "spark" or the spur.

This philosophy and policy must also look to the future. It must have in it an "infectious" desire to build not just for what's left of the twentieth century, but also for the twenty-first! Which, incidentally, is only 43 years ahead! It must be a positive,

prophetic philosophy and policy soundly based but also optimistic.

So, to be worth what it costs; to return a profit, management development must be accepted as a primary responsibility of management following the organizational lines of authority from the top down.

As I have mentioned, any dynamic organization develops managers in one way or another, and whether they consciously know it or not. As an example, General Motors has no "formal" plan of management development, that is, formal in comparison with other well-known programs. But as many of you have no doubt recently

Roy G. Hemminghaus is vice president and general manager of manufacturing for The Chemstrand Corporation. He is in charge of operations at both the Chemstrand nylon plant at Pensacola, Florida, and the Acrilan acrylic fiber plant at Decatur, Alabama. Hemminghaus is located at the corporation's headquarters in Decatur.

Prior to joining Chemstrand in December, 1950, Hemminghaus completed 20 years of service with Monsanto Chemical Company. His last position was general manufacturing superintendent of Monsanto's John F. Queeny plant at St. Louis, Missouri.

Hemminghaus is a native of St. Louis. He was graduated from Washington University in 1930 with a bache-



lor of science degree in chemical engineering.

He is a member of the American Chemical Society and American Institute of Chemical Engineers.

read or heard, their "Management in Depth" organization and the way they use it is almost classic management development. In G. M.'s case the very size of the organization, the tremendous number of management personnel and the resultant flexibility forces development. It may be informal, but it works.

What I'm suggesting here is to take a good look at your method from a cost and profit point of view. And don't be "penny-wise and pound foolish". Take a long range book.

However you develop your managers it's costing something; be sure of that. How about your return?

Another point that I've tried at least to imply is that there is no one "best" method. Your method should be truly yours; tailored to your organization and its needs, and indeed, to your budget.

Further, and you may have gathered this already, I lean to some positive planning, a definite program if you please. To justify my "leaning" I'll simply say that I place the same degree of importance on management development that I do on plant and product development. In this day and

age, as you well know, plant development and product development require the utmost in planning, forecasting, and programming.

To summarize, Management development must be accomplished in one way or another.

Cost is involved and profit is a real possibility.

We should realize this and make it part of our management philosophy, policy and practice from the top down and thereby realize the profit.

There is no one "best" way, method, or program.

Although not widely proven, the theory of planned management development holds great promise.

As I have already made a considerable point of there being no one best way or method, I'll not now describe or try to sell you on a method. And if you think that's a silly statement, I recently reviewed a book which was advertised as and devoted its first three chapters to sharply criticizing all executive development programs, and then for some thirty odd chapters described and plugged in great detail the most intricate such program imaginable!

I'll just give you some general ideas which I like to think are of the common sense variety on the subject.

When you hire management or upgrade from the ranks, do so with development in mind!

Tests Important

I'm told that modern chemistry can make a "better-than-silk purse from a sow's ear." But we haven't yet developed our technology to the point of making a manager from an individual totally devoid of management potential.

The tools and instruments we have to test management potential are certainly not fool-proof or perfect. But tools we do have, and I even include subjective, deductive judgment! I am constantly amazed at how many times managers attempt to promote men to supervision without even inquiring as to whether the man has any real interest in management!

The results you get from your development efforts depend to a great extent on the inherent capabilities of those you select to develop.

So—if you plan or desire to develop managers, hire and select them with

"Outstanding Quality and Service"

Major Southern Firms in growing numbers
are turning to

CONNORS for Cold Finished Bars

The most modern equipment and meticulous inspection guarantees an outstanding surface finish and bars made to the closest tolerances.

Connors' central location and famous personalized service assures you of prompt, accurate deliveries.

Wire or write Connors Steel Division, H. K. Porter Company, Inc., P. O. Box 2562, Birmingham, Alabama, or telephone Worth 1-3711 to order or for efficient technical assistance in supplying your needs in



Cold Finished Bars

HKP

CONNORS STEEL DIVISION

H. K. PORTER COMPANY, INC.

that in mind. Only one word of caution, remember the slogan—"Too many chiefs—too few Indians".

Here are some broad steps that I feel are essential to management, or, in fact, to any personnel development.

First, evaluate. What does he know? What can he do? How can he do it? and vice versa.

Second, tell him. You can't whisper incantations over him and make him develop. He has to actually participate in the process, and to do so he must know where he stands.

Third, train, or if you prefer, develop him. Some people, God bless 'em, will develop themselves, but it can certainly be painful to them and to you and even those who have to be prodded a bit aren't all worthless.

Evaluation Needed

Fourth, evaluate again. This is a continuing process, otherwise you are shooting in the dark; gambling with time, money and people.

Fifth, tell him again. And keep on telling him.

And then, pay him if he's made or is making the grade, and in proportion. You and I know that management talent is a scarce and high priced commodity but worth every penny. The future of your organization and mine depends upon it.

Without appropriate reward, management development is a hollow mockery. Better to hide it, disguise it and deny its existence rather than refuse to pay for what it brings. You can afford to pay what it's worth and still show that profit.

In Chemstrand we have developed three specific levels of management development, each with numerous off-shoots or sub-areas, and all related.

The first level is for beginners or candidates for lower echelon supervision. This is a three R's type course in the fundamentals of industrial management and supervision. It is comprehensive and specific. It is lengthy and costly. Candidates learn or they don't learn. Our standards are high and they either make the grade or they do not. To date no one has failed but we have had some voluntary drop-outs. Our objective encompasses both knowledge and skills. The tests for skill must wait for on-the-job performance because we do not concern ourselves with psychological training techniques here. Experience indicates that the transfer of knowledge to practice is not perfect but at least "good".

The second level is for the "pros"; those with supervisory responsibility and authority. We call it "Continuing Management Development". Actually the main objective is to keep our management people management mo-

tivated and informed. Our policies and practices are dynamic. They change to meet conditions and we like to think they improve. We try to keep our people abreast.

A sub-area or off-shoot of this level we call "Special Programs". Here, for selected individuals we conduct special courses. These may cover "Report Writing", "Applied Statistics", perhaps even "Public Speaking".

Another sub-area, and very important, is "Individual Development". Briefly, this program consists of mutually agreed upon positive plans that individuals follow to develop themselves. We think this is the real backbone of all our efforts. Steps in this particular phase include continuing evaluation, telling and paying for results.

Graduate Program

The third and final level we call "Executive Development". This is our "graduate program". Here we attempt to further develop only those who are current managers and competent specialists in their assigned jobs. There are no "maybes" in this group as far as we are concerned. These are men who are "on their way". This is high-level development.

To again summarize:

Management Development must become a recognized, important function of management, right down the line.

Management, and particularly top management, must realize that this process of development goes on in one way or another and that cost is involved.

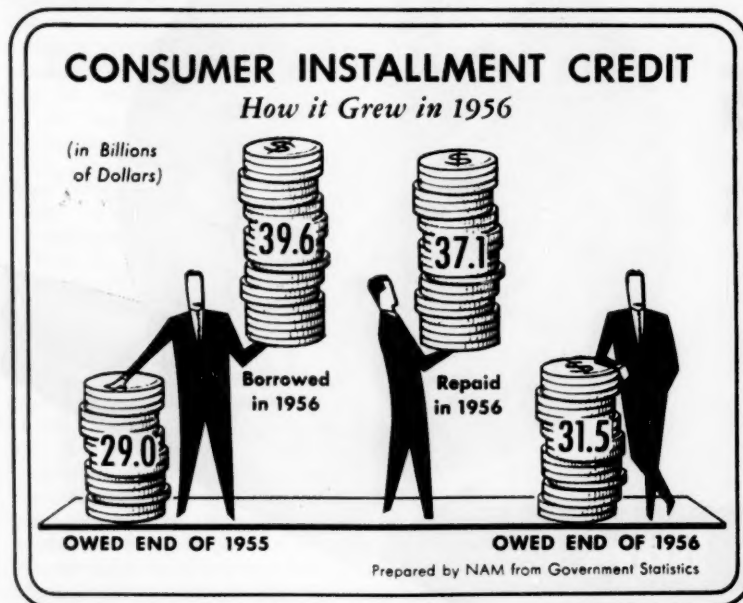
Planning ahead in management development makes as much sense as management planning in any other area.

When you plan, include hiring with development in mind.

Evaluate whatever you do and communicate the evaluation to the individual concerned.

Pay for progress and accomplishment and reap the profit that is possible.

The success and the future of our economy depends upon the quality and the ability of those who manage and direct our business and industry. Business and industry has a great responsibility in seeing to it that competent managers are developed. For your interests, do it your way, but for the interest of all, be sure you do it!



Federal Reserve Board Economists recently issued a report on consumer installment credit, initially sparked by the rapid \$5.5 billion expansion in this kind of credit in 1955. However, in 1956, this debt increased by only \$2.5 billion.

SASI

news

SPEAKERS ANNOUNCED FOR MARKET CONFERENCE

ATLANTA. Acceptances from several outstanding speakers for the Southwide Market Research Conference have been received here.

Mr. W. B. Bernstrom, Director of Industrial Market Research for the Reynolds Metals Company will speak on the role of the metals manufacturer in market research. Bernstrom is a veteran of ten years experience in marketing and has taken an active part in Reynolds' rapid expansion in the last few years.

Scheduled to speak on the market research activities of public utilities is Mr. W. Wailes Thomas of the Southern Bell Telephone and Telegraph Company. Thomas holds the post of General Public Activities Manager for the Southern Bell, and has been engaged in metropolitan growth and industrial trends forecasting for some thirty-five years.

The problems of the city planner in forecasting markets and buying trends will be discussed by Mr. Philip Hammer, of Hammer and Associates, Atlanta. Hammer is well known through-



W. W. Thomas



W. B. Bernstrom

out the South for metropolitan development planning.

The complete list of speakers will be published in the July MANUFACTURERS RECORD.

A number of organizations are lending their support and cooperation to the conference. Among these are The American Marketing Association, the Florida State Development Commission, and the University of Miami. One of the major objectives of SASI, as adopted at its inception in 1941 was to bring about the cooperation of many groups with similar aims and interests in an effort to stimulate greater progress in the South.

FIRST RESEARCH CONDUCTS SASI MARKET SURVEY

MIAMI. A comprehensive survey of market research activities in the South is being conducted by the First Research Corporation of Miami. The results of the survey, sponsored by SASI, will be presented at the Southwide Market Research Conference, July 22 in Miami.

Copies of a two-page questionnaire have been mailed to each Industrial member of SASI. Included in the survey are questions dealing with research activity in sales, products, advertising, economics, and planning. All participants in the survey are urged by SASI headquarters to complete the forms so that a meaningful body of information will result.

Although a great deal of information has been developed in recent years concerning marketing in Southern areas, this effort, combined with the conference in Miami, will be the first such attempt to assemble an organized collection of facts.

The Southern Governors Conference, as well as many SASI members, have expressed a need for such information. The survey by First Research, together with other investigations in connection with the conference, will form the background for a report to the Southern Governors in September when the annual Conference will be held.

REGISTRATION FORM

THE SOUTHWIDE MARKET RESEARCH CONFERENCE

JULY 22 — BALMORAL HOTEL — MIAMI BEACH, FLORIDA

TO: *William Pruett, Administrative Officer, SASI Hq.,
Conway Building; North Atlanta 19, Georgia*

Please register persons, at \$15.00 per person, for the Southwide Market Research Conference, July 22 at Miami.

NAME POSITION

FIRM

ADDRESS CITY STATE

My check for \$ is enclosed.

DIG THAT PUMP!

Memphis' Layne & Bowler Celebrates 75th Anniversary

MEMPHIS.—Seventy-five years ago in the Dakota territory a man scratched at the earth with an improvised rig and got water. This year Layne & Bowler, Inc. celebrates its 75th Anniversary.

From that humble beginning has sprung a firm which circles the globe, drilling wells the modern way and topping them with a Layne pump.

The progress of ground water development is mirrored in the growth of the company which is now headed by W. H. Reeves. World headquarters of Layne & Bowler, Inc., is Memphis, Tennessee.

Mahlon Layne founded the firm in 1882. The area of the Dakotas, then Nebraska, Iowa and the Mid-West began to see Layne equipment drilling and finding water. In 1901 the firm expanded to Texas, just as the Spindletop Oil Boom began. But Layne did not move to Texas for oil, rather for water. This interest in water launched a successful search for a centrifugal pump that could be installed in well casings yet big enough

to do the job . . . a pump that could be adjusted and lubricated from the surface; one that did not require a man to climb into the well pit and repack. Equally important was the development of a well screen or strainer which allowed water to pass into the well, yet which would not become sand-clogged.

Experiments resulted in the development of a pump which made it possible to replace the old-time dug or open pit with a steel casing. Here was a hump which could be easily installed to any depth through any formation of the earth.

By 1907 a corporation was formed with headquarters in Houston, Texas and branches over the South.

Ever pioneering in pump and water development, the Layne organization was called in to solve a problem which threatened the Arkansas Rice Belt. Ordinary well screens could be set in the sands; but if they admitted sufficient water the sands came through. If the screen was fine enough to hold back the sand, the flow of

water was reduced. Fine sand was causing well cave-ins.

To meet this situation a radically new shutter type of screen was invented, and the famous Layne Gravel Wall Well was developed. Sand around the base of the well screen was pumped out and the cavity filled with coarse gravel. This served as a filter and helped prevent caving. It was a success, and the Arkansas Rice Bowl was on its way. Thus started the gravel-packed well which is now international in its scope.

Progress speeded up more and the firm began covering the nation as well as going overseas to do municipal, industrial and agricultural water development. It was during this period that water for irrigation was developed at the Czar's Estate in Russian Turkestan.

In 1913 the main office and factory of Layne & Bowler, Inc. was moved to Memphis.

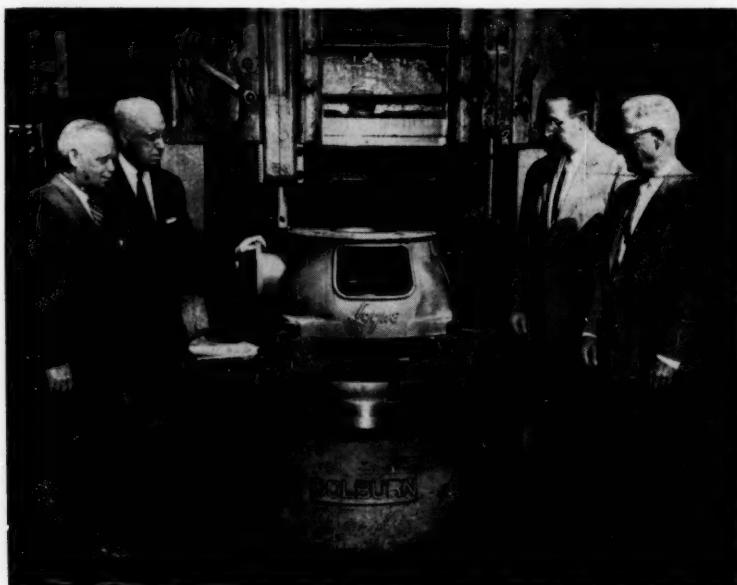
From the beginning the firm offered an overall service covering the entire ground water development job, from the initial survey for water to the finished well and the installed Layne Pump.

In 1922 a plan of decentralization was put into effect which located Layne facilities at strategic points over the world. Associate companies were formed and experienced personnel with the organization were given key jobs with these associate firms.

These associate companies include: Layne-Arkansas Company, Layne-Atlantic Company, Layne-Central Company, International Water Corporation, Layne-Louisiana Company, Louisiana Well Company, Layne-Minnesota Company, Layne-New York Company, Layne-Northern Company, Layne-Northwest Company, The Layne Ohio Company, Layne-Pacific, Inc., Layne Texas Company, Layne-Western Company, General Filter Company.

In 1927 M. E. Layne, the founder, died and Lloyd F. Layne was President until 1933. He was succeeded by J. G. Gordon Jr., who retired in 1945. J. I. Seay served as President until 1957 when he became Chairman of the Board. W. H. Reeves is now President.

Unique is Layne's Research Division, devoted solely to the problems of ground water supply development. As advances are made and tested, they are put into field operation.



Layne & Bowler officials (left to right) A. E. Fabrin, vice president in charge of engineering; William H. Reeves, president; Frank T. Quinn, vice president in charge of manufacturing, and L. G. Ost, secretary-treasurer, view a giant milling machine.



These men are weeding the young pine seedlings in the nursery of the Brunswick Pulp and Paper Company. Gathering seeds from sturdy, specially selected pine trees, Brunswick Pulp is now planting its own trees.

SOUTH PACES THE NATION IN PULP, PAPER INDUSTRY

The shadow of the Southern Pine falls across the Nation, as the South's multi-million dollar pulp and paper industry continues to become more and more vital to the United States.

by Josie Lucchese

The South outstrips the nation in many fields, and the paper and pulp industry is no exception. Value added by manufacture of pulp and paper in the South has increased by 97.8 per cent since 1947, while the nation's increase was 58.6 per cent. Since 1947, this leading industry has seen a 40 per cent increase in number of employees in the South, as compared to an 18 per cent increase in the nation.

These facts were revealed in a special MANUFACTURERS RECORD tabulation, based on the latest available national figures as presented in the 1954 Census of Manufacturers conducted by the Bureau of the Census, Department of Commerce.

A total value of \$1,158,108,000 was

added by manufacture in the pulp and paper business in 1954, as compared to a total of \$585,462,000 in 1947. The 1947 employment figure of 84,534 had grown to 118,598 in 1954. These figures speak only for the 15 state Southern area.

In the 1954 census, 691 paper and pulp establishments, 517 of which employ 20 or more persons, were reported in the Southern state area. There were 118,598 employees who received \$475,336,000 in total payroll. Production workers numbering 99,437 worked 210,332,000 man-hours, and earned \$367,836,000 in wages. New capital expenditures amounted to \$198,961,000.

There are about 178 million acres

of commercial forests in an 11-state Southern area which includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia. During the last 25 years the value of pine land in the South has increased at an average of \$1.00 per acre yearly as a direct result of the advent and growth of the Southern Pulpwood Conservation Association. This Association deals with the 11 states mentioned above.

Today, in this 11-state area, the paper and pulp industry enjoys a \$2 billion annual sales volume. Replacement value is figured at approximately \$2½ billion. As the pulp and paper industry owns and leases less than eight per cent of the South's commercial forest acreage, more than 92 per cent of this increased value has accrued largely to private landowners.

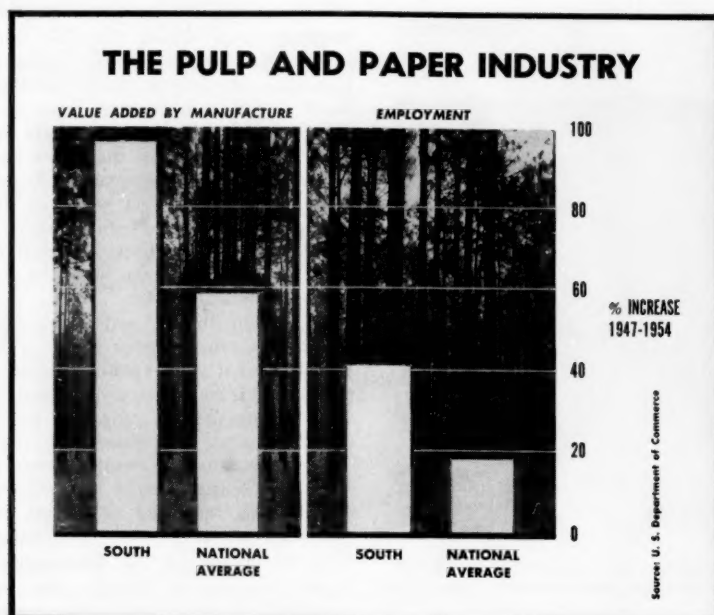
F. C. Gregg, of the International Paper Company in Mobile, Ala., reports that industry forest lands created extra employment for 2,755 persons in the 11 Southern state area in 1955. The payroll that year amounted to \$8,924,150. Gregg told the Southern Pulpwood Association at a recent meeting in Atlanta that in addition to logging 6,880 persons were manufacturing the raw product into finished material accounting for total wages of \$19,496,000 in 1956.

Earnings High

Lucian Whittle, Vice President of the Southern Pulpwood Conservation Association, reveals that more than 70,000 persons earned more than \$320 million in the industry in 1956, and this did not include the 70,000 wood workers. He explained, "To a \$320 million payroll in 1956, add \$370 million for the delivered cost of 20 million cords of pulpwood. This is a tremendous addition to Southern economy."

The above figures can mean only one thing—the pulp and paper industry is a great source of wealth, a wealth which continues to grow steadily. And a great part of this industry is Southern-born, Southern-processed, and Southern-utilized. Paper creates wealth, and all social, technological and industrial progress stems directly from the use of paper.

Lucian Whittle tells a comprehensive story about the history of this great Southern industry:



"In the decade, 1930 to 1940, the South acquired 20 large pulp and paper mills. These companies purchased modest nearby acreage and generally looked to private owners for 80 per cent or more of their permanent requirements. As farmers and other private owners discovered a pulpwood market for their existing forest cover of often unmerchantable timber, public reaction was mixed.

"Many felt that pulp and paper mills were another cut-out and move-on operation. To some, this newcomer was unwelcome . . . Very few recognized the need for a market to alleviate forest stagnation, a first step in forest rehabilitation. I doubt that anyone heralded the advent of pulp and paper mills as the most significant event in Southern economy . . .

"In 1929 the nation produced five million cords of pulpwood of which less than one million cords came from the South. Advancing rapidly, by 1936 the South was consuming more than three million cords. Then consumption doubled by 1941—and again in 1951.

"Following World War II we saw a steady advance in the construction of new Southern mills, with marked concentration in the southeastern states. Today, Southern states account for the annual production of about 20 million cords, 60 per cent of the total produced in the whole country. With reported activity toward the con-

struction of eight additional Southern mills, and with the insatiable demand of our nation for pulp and paper, I see nothing long range but continued expansion.

Newsprint From Pine

"In January, 1940, the first commercial newsprint was made from Southern pine by the Southland Paper Mills



Lucian A. Whittle, Vice President of the Southern Pulpwood Conservation Association.

at Lufkin, Texas, and the incentive for the rapid development of newsprint in the South was well assured.

"In 1956, the Southern Pulpwood Conservation Association listed 67 major pulp and paper mills in 11 states. The number of mills is no indication of industry growth. One mill today often exceeds the capacity of five or more mills a few years ago. However, there is value in numbers when publicizing the wide distribution and economic influences of our Southern industry. For this reason, I lean toward the figure of 184 in 11 SPCA states, shown in Lockwood's 1956 Directory of Pulp and Paper Mills in the United States. Lockwood lists paper mills separately from pulp mills, whether or not they are built side by side, and includes smaller companies we omit."

This history, is an excerpt from Mr. Whittle's speech which he presented to the annual meeting of the Southern Pulpwood Conservation Association which was held January 15-17, 1957, at the Dinkler Plaza Hotel in Atlanta.

G. H. HIGHTOWER COTTON GROUP'S NEW PRESIDENT

NASSAU, BAHAMAS.—The new president of the Cotton Manufacturers Association of Georgia is George H. Hightower, vice-president of Thomaston Mills, Thomaston.

The Association unanimously named Hightower at the closing session of its 57th annual meeting. The new president is the 46th Georgia textile executive to hold the office. He succeeds Henry McD. Tichenor, president of Walton Cotton Mills Co., Monroe.

The delegates also elected W. C. Vereen, Jr., Moultrie, as vice-president, and Louis L. Jones, Jr., Canton, as treasurer. Jones, president of the Canton Cotton Mills, will, if custom is followed, become president of the Association in 1959.

The following officers were re-elected: T. M. Forbes, executive vice-president and Frank L. Carter, secretary, both of Atlanta. Paul P. Watkins was re-named as manager of the Georgia-Alabama Textile Traffic Association, an affiliated organization. O. B. Moore, Jr., Atlanta, was elected to the new office of assistant secretary.



PLANT MACHINERY AND EQUIPMENT

By Jouett Davenport, Jr.

The hum of untold thousands of different kinds of machines in factories scattered all over the nation today spotlights the fact that man's ability to produce goods for his use and comfort is at a new peak.

Since the development of the first basic machines back before the dawn of history, man's progress may largely be measured in ratio to his use of machines. And, since they are devices that transfer work from man to mechanism — multiplying infinitely his effort—machines have done more than anything else to make easier the earning of a livelihood.

The greatest development of machines has come since the turn of the century. In the South, a general shift from an agrarian economy to industrialism has come very recently, but now the region's output of machinery and equipment rates well when compared to the nation as a whole.

The earliest basic designs of devices to extend man's strength included the lever, wheel and axle, inclined plane, wedge, pulley and screw. These basic designs still underlie virtually all mechanical devices, but they are all but unrecognizable in the complicated mechanisms that comprise machines today.

Eight general categories of machines are designated by official classi-

fication. These are: Engines and turbines; agricultural machinery and tractors; construction and mining equipment; metalworking machinery; special-industry machinery; general industrial machinery; office and store machinery; service and household machinery, and miscellaneous machinery parts.

Not all these can be identified as machinery and equipment for plants, but they are all directly or indirectly concerned.

In the South, since the end of World War II output of machinery has increased by 120 per cent. This compares with a gain of 82 percent for the nation as a whole.

Production of engines and turbines in the South has increased by 92 per cent in the past decade. This is less than the national rate of gain—a big 268 per cent—but it may be explained by the fact that the major users of this type of equipment are to be found in the automotive centers of the North mid-West.

In years to come, however, it is possible that this industry will provide an excellent opportunity for Southern capital investment. Particularly is this true in view of the current rapid growth of the aircraft industry in the region. Georgia, Texas and Florida, for example, have made



Officials of R. S. Kerr & Company of Atlanta discuss the various features of fork lift trucks which are an important part of the materials handling operations in many industrial plants. Shown (left to right) are R. S. Kerr and John Callaway.

great strides in this field.

Production of construction and mining equipment, much of which falls into the materials handling category, has made marked gains in the region. During the past 10 years output of this equipment has risen between 80 and 90 per cent, about the same as the national average. Big leaders in the South in this category are Texas and Oklahoma. West Virginia also is an important producer, and Louisiana is growing in importance.

Metalworking machinery output in the South has risen by close to 100 per cent since the end of World War II, while the national average is slightly above this. Maryland leads the South in this category, while Kentucky, North Carolina and Texas are making good showings.

In the area of special machinery

production, the South has shown a gain of 54 per cent during the past decade. This is behind the nation's gain of 70 per cent, but the region is moving up rapidly in this field which requires highly skilled labor. Leading Southern states in special machinery production are, in order of output value, North Carolina, Maryland, Texas, Georgia, Alabama and South Carolina.

General machinery output has shown excellent advancement in the South, having gained 156 in the past 10 years, as against an increase of only 80 per cent for the national average. Leading states are Maryland, Texas, Oklahoma, Kentucky, Alabama and Florida.

The South has an important lead over the nation in the remaining categories of machinery production, the increase for this region having been

156 per cent, as compared to 80 per cent nationally.

One of the accompanying charts shows the gains made for the South and the United States as a whole in machinery manufacturing in the period 1939 through 1956.

Obviously, the South's continued rapid growth in industrialization means not only an ever-expanding market for plant machinery and equipment but also an excellent opportunity for the development of new industry to produce much of the production machinery and related items for the new plants.

Just as it has been logical for suppliers of textile machinery and equipment to follow the textile industry South, so will it be logical for other suppliers to grow in the region along with the growing diversification of the South's over-all industrial picture.

In addition to the manufacture of

INDUSTRIAL MACHINERY AND EQUIPMENT DISTRIBUTORS

| | Establishments (number) | Sales (\$1,000) | Payroll Entire Year (\$1,000) | Paid Employees (number) |
|-------------------|----------------------------|--------------------|-------------------------------------|-------------------------------|
| Alabama | 44 | 19,000 | 1,891 | 478 |
| Arkansas | 29 | 13,854 | 756 | 214 |
| Florida | 59 | 13,355 | 1,404 | 384 |
| Georgia | 63 | 16,986 | 1,495 | 375 |
| Kentucky | 41 | 14,865 | 1,121 | 287 |
| Louisiana | 151 | 155,585 | 7,213 | 1,537 |
| Maryland | 39 | — | — | — |
| Mississippi | 34 | 12,860 | 740 | 228 |
| N. Carolina | 76 | 30,726 | 3,690 | 807 |
| Oklahoma | 242 | 150,263 | 6,493 | 1,449 |
| S. Carolina | 26 | 4,313 | 597 | 158 |
| Tennessee | 56 | 18,554 | 2,322 | 568 |
| Texas | 652 | 419,092 | 21,743 | 4,825 |
| Virginia | 36 | 10,464 | 1,168 | 288 |
| W. Virginia | 39 | 19,847 | 1,980 | 429 |
| South Total | 1,607 | 921,481 | 55,425 | 12,631 |
| U.S. Total | 5,746 | 2,618,986 | 209,837 | 43,237 |

plant machinery and equipment, the distribution of these things constitutes a continuously growing business in the South and the nation.

Figures compiled from the U.S. Census Bureau show that over the nation as a whole there are 5,746 companies engaged in the distribution of industrial machinery and equipment. Latest figures available show that these firms had annual sales of \$2,618,986,000, with a payroll totaling \$209,837,000 going to 43,237 employees.

The South's share in this type of business is 1,607 establishments. These companies had annual sales totaling \$921,481,000, a payroll totaling \$55,425,000, and 12,631 employees.

Another of the accompanying charts shows a breakdown, by states, of the figures on industrial machinery and equipment distributors in the South.

One of the more important aspects in the plant machinery and equipment picture is materials handling. This equipment is used to bring raw materials into a plant, to move various assembly components from machine to machine within the plant, and to convey the finished product to the point where it is ready to be shipped out.

Major manufacturers of materials handling equipment which have headquarters outside the South but extensive operations in the region include Link-Belt Company, of Chicago, and Chain Belt Company, of Milwaukee.

In Atlanta, Link has a factory, district office and factory branch store, and like facilities are located in

Houston, and Dallas has an office and branch store.

Other district offices of Link-Belt in the South are at Baltimore, Birmingham, Charlotte, Huntington, West Virginia; Jacksonville, Florida, and Louisville, Kentucky. A distributor is located in New Orleans.

An interesting product of Link-Belt, and one that is finding widespread use, is the Truckveyor. This is a conveying medium for moving industrial trucks over any selected path by means of a powered endless strand of rivetless chain. The newer

and more popular of these is an in-the-floor unit which operates flush with the floor and tows trucks by means of a tow pin affixed to the truck.

The older type is the overhead variety, supported from trusses or from building columns. It conveys the same type of truck, equipped with a suitable towing device.

Link-Belt also manufactures a variety of other specialized materials handling equipment, as well as power transmission equipment.

An example of Link-Belt's growth in the South may be seen in the fact



Pictured is the Binks Manufacturing Company's new factory branch office in Atlanta. Recently opened, the building is 6,000 square feet, and houses sales offices and a complete parts inventory and repair department. Located at 196 14th St., N.W., this unit services Binks' entire line of spray painting equipment in the Southeastern part of the United States.

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• Milling Machines — Planer Type, Double Housing and Openside • Planers — Double Housing and Openside

W. B. KNIGHT MACHINERY COMPANY

Vertical and Jig Milling Machines

LUCAS MACHINE DIVISION THE NEW BRITAIN MACHINE COMPANY

Horizontal Table Type — Boring, Drilling and Milling Machines

WIEDEMANN MACHINE COMPANY

Turret Type Punch Presses

NEW BRITAIN-GRIDLEY MACHINE DIVISION

THE NEW BRITAIN MACHINE COMPANY

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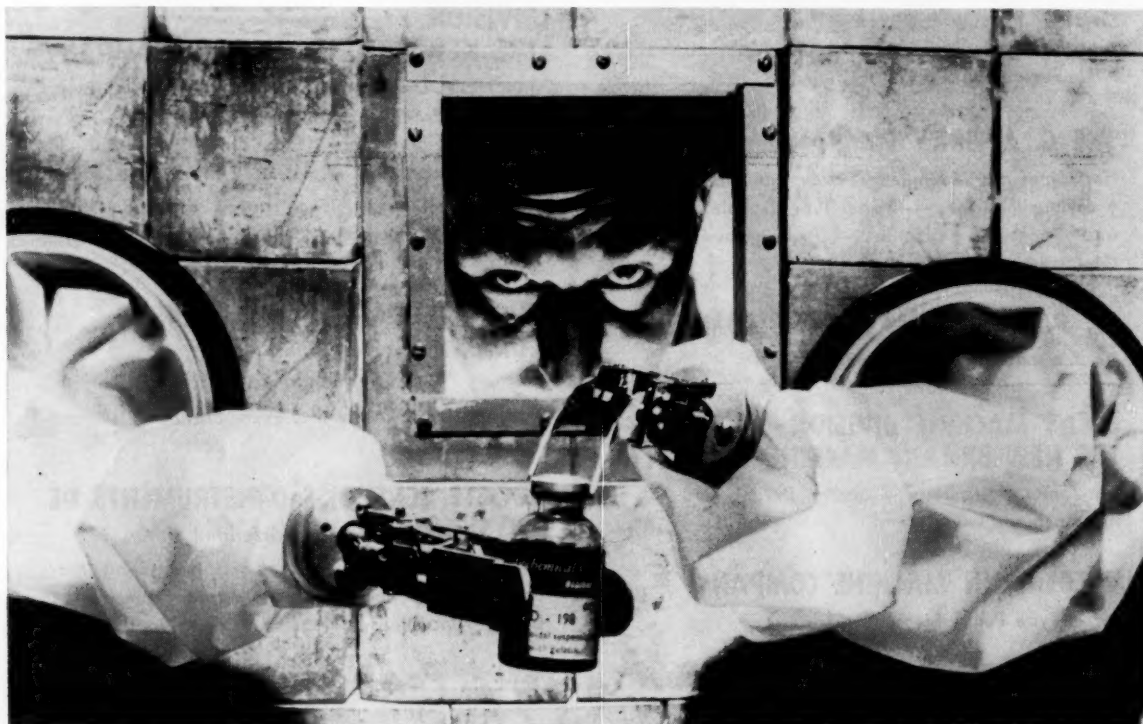
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PHONE: EDison 2-7097

MACHINERY MANUFACTURING

| State | 1956 | | | | | |
|----------------------------|---------------------------|-----------------------------|---|----------------------------|---------------------------|---------------------------|
| | Active Estab. (000) | Persons Engaged (000) | Payroll- Profit Income \$ Mil. | Output Value \$ Mil. | 1955 Output \$ Mil. | 1939 Output \$ Mil. |
| Alabama | .1 | 9 | \$ 26 | \$ 63 | \$ 66 | \$ 5 |
| Arkansas | .1 | 2 | 6 | 14 | 13 | 1 |
| District of Columbia | * | * | * | 1 | * | * |
| Florida | .2 | 4 | 16 | 38 | 23 | 3 |
| Georgia | .2 | 9 | 34 | 83 | 52 | 9 |
| Kentucky | .1 | 26 | 165 | 415 | 215 | 15 |
| Louisiana | .1 | 2 | 16 | 45 | 30 | 5 |
| Maryland | .2 | 13 | 69 | 182 | 115 | 20 |
| Mississippi | .1 | 3 | 10 | 22 | 35 | 1 |
| Missouri | .5 | 26 | 152 | 366 | 302 | 41 |
| N. Carolina | .2 | 9 | 46 | 111 | 68 | 7 |
| Oklahoma | .3 | 14 | 67 | 160 | 111 | 14 |
| S. Carolina | * | 3 | 11 | 27 | 20 | 2 |
| Tennessee | .2 | 11 | 54 | 119 | 97 | 11 |
| Texas | .8 | 44 | 263 | 637 | 454 | 59 |
| Virginia | .1 | 6 | 16 | 40 | 21 | 4 |
| W. Virginia | .1 | 4 | 23 | 58 | 37 | 7 |
| South | 3.3 | 185 | \$ 974 | \$ 2,381 | \$ 1,659 | \$ 204 |
| Others | 22.7 | 1,542 | \$ 9,995 | \$24,926 | \$20,819 | \$ 3,050 |
| U. S. | 26.0 | 1,727 | \$10,969 | \$27,307 | \$22,478 | \$ 3,254 |

* Too small to tabulate.



This "hood," so-called by the atomic scientist, is vital equipment for industries working with radioactive material. It is used when less radioactive materials are being experimented upon. For extremely low-count radioactive materials, the robot hands may be removed, and the scientist's own hands may be placed through the front of the hood. Or, sleeved gloves may be placed in the hand openings through which he works.

that the company recently announced the purchase of 41 acres of land in the Morrow Industrial near Atlanta, as a possible future plant site.

Chain Belt Company recently opened a new Atlanta district sales office and warehouse. The latter is described as a "veritable super market for sprocket chains and power transmission machinery."

The company also has a warehouse and district sales office at Dallas, and district sales offices alone are scattered at points throughout the South; including, in addition to Atlanta and Dallas, Baltimore, Birmingham, Charlotte, Houston and Jacksonville.

Products include chain and power transmission machinery, conveyor and process equipment, construction machinery and self-aligning bearings.

Southern Operations

Yale & Towne Manufacturing Company, of Philadelphia, is another company which manufactures materials handling equipment and has widespread Southern operations.

An example of a Yale & Towne distributor is R. S. Kerr & Company of Atlanta which has just moved into new and larger quarters. The company is distributor in Georgia for the Yale & Towne lift trucks and materials handling equipment, both gas and electric as well as hand-powered units.

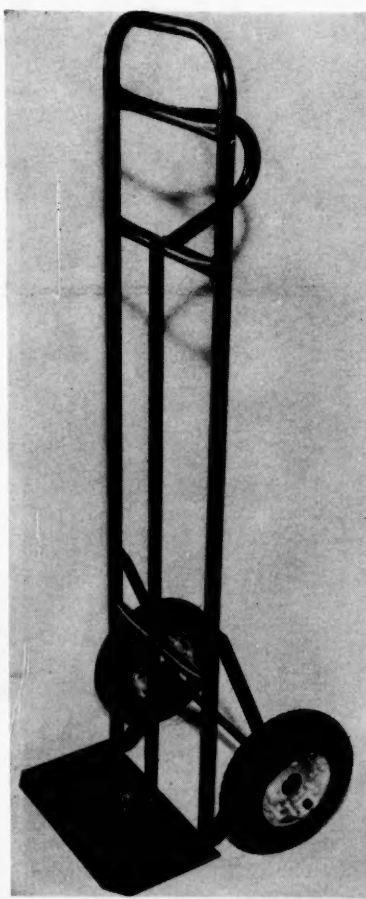
How widely materials handling equipment is used may be seen in the fact that the Kerr firm's distribution of products has been to paper mills, steel plants, food, cotton and lumber warehouses, pulpwood operators, sawmills, cold storage plants, and many others.

Headed by R. S. Kerr, the company was founded in 1927, has enjoyed a steady growth since that time. John Callaway is general manager of the firm.

A supplier of a great variety of plant machinery and equipment is the historic Continental Gin Company of Birmingham, Alabama.

In addition to its traditional production of cotton gin equipment, the company has gradually expanded its operations to take care of the needs of various growth industries.

Included in this category and produced by the Industrial Division is materials handling machinery for the general mining, ore handling, power generation, food, chemical and other process industries, packaging and,



This new lightweight steel, two-wheel hand truck is a product of the M-H Equipment Company of Dallas. It is reported that this truck will provide trouble-free operation over a long period of time.

more recently, uranium industries.

Custom machinery produced includes machine tools, processing equipment, waste wood utilization, petroleum recovery underground, electric power generation, atomic power, steel mill machinery, packaging machinery and many others.

Continental Gin's materials handling equipment includes both standard and special items, as well as "do-it-yourself" types of conveyors using standard elements.

Necessary equipment in many plants includes hand trucks for moving various types of small merchandise, and an outstanding manufacturer of this sort of item is M-H Equipment Company, Inc., of Dallas.

This well-known Southern firm has just added a new lightweight two-

wheel hand truck to the wide range of two-wheel trucks already produced by the company. The new model is designed primarily for use by bottlers.

Equipment for supplying various finishes to manufactured products is a necessary part of many plant operations.

An example of a company manufacturing such equipment, including spray guns, air compressors, fluid tanks and other items, is Binks Manufacturing Company.

Although headquartered in Chicago, the firm has representatives and offices in various Southern cities.

Recently opened in Atlanta is a Binks branch office, warehouse and service center. This is the latest addition in the company's chain of such centers.

Water Conditions

A product of importance in the operation of many plants is a water conditioner in situations where the only supply of water available for manufacturing operations has too much mineral content.

A Southern-made device in this category is the water conditioner pro-

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A secretary at Allegheny Ludlum Steel Corporation of Pittsburgh inspects a new instrument which tests the pore structure of any material. This instrument, called the Porosimeter, is made by the American Instrument Company, Inc., of Silver Spring, Maryland.

duced by the Water Conditioner Division of Packard Manufacturing Company in Jacksonville, Florida.

Officials said the Packard conditioner works on an entirely new principal, using no chemicals and requiring no maintenance. It consists of specially designed housings which cause the water to be treated to pass through a force field created by permanent alnico magnets.

This changes the physical structure of the dissolved minerals and salts from crystals to amorphous powder, causing them to remain in suspension or settle out as drainable mud. As a result, it is claimed, scale build-up is prevented and existing scale gradually decomposes.

In the realm of plant equipment is a unique new testing machine made by the American Instrument Company, Inc., of Silver Spring, Maryland.

Stainless steel, supplied by Allegheny Ludlum Steel Corporation, was used in making the instrument which is called a Porosimeter. It is used in determining the number of pores in various materials. When the size and number of pores in a material is known, officials of the company explained, the quality and performance of the product can be accurately predicted.

Performance Tested

For example, the quality and performance of filters, or battery sep-

arator plants can be determined through a pore-structure analysis of the various parts. Such predictions can be made on any substance that has pores, including metals, fuels, plastics, chemicals, textiles, leather, building materials, ceramics and many others.

The Porosimeter, it is claimed, measures the sizes of pores in any material which has pores ranging from .1 millimeter to .06 microns, and determines pore volumes as small as .005 milliliters at each pore diameter.

In the field of elevators and hydraulics, an example of an outstanding regional firm which has enjoyed steady growth is the General Elevator Company of Atlanta.

The organization was founded 33 years ago by Mike Benton, who is president, and a small group of associates. Since that modest beginning, the firm has expanded to become one of the major companies of its type in the region.

Elevator Producer

Although operating strictly in the Southern states, General Elevator is a member of the National Elevator Manufacturing Industry, Inc., an organization made up of some 45 elevator companies throughout the nation.

In addition to producing freight elevators and special lifts for industrial applications, General elevator also makes passenger elevators of all kinds, and other equipment including oil-hydraulic.

Besides the headquarters operation in Atlanta, General Elevator has branch offices in Chattanooga, Tennessee, and in Greenville, South Carolina. There is also another office in Valdosta, Georgia.

Interesting Meeting

A meeting of particular interest to both buyers and manufacturers of plant machinery and equipment will be the 12th annual Instrument Automation Conference to be held in Cleveland, Ohio, September 9 through 13 this year.

The conference, sponsored by the Instrument Society of America, is expected to attract 30,000 persons.

Purpose of the event is to enrich instrumentation know-how by a free exchange of ideas, theories and tech-

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Channels are wide-spaced, nested to reduce frontal obstruction—hoisting cylinders are placed alongside channels—lifting chains are widely separated, out of arc of vision. Driver gets 300% more forward visibility.

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Low center of gravity—widely-spaced lifting chains and side-thrust rollers for extra stability. Large-size, high-flotation tires for good traction.

FAST CYCLE OPERATION

New Yale High-Capacity Gas Trucks lift full loads at 60 feet per minute. Fast, controlled lowering. You get a fast round trip—more cycles in any work period.

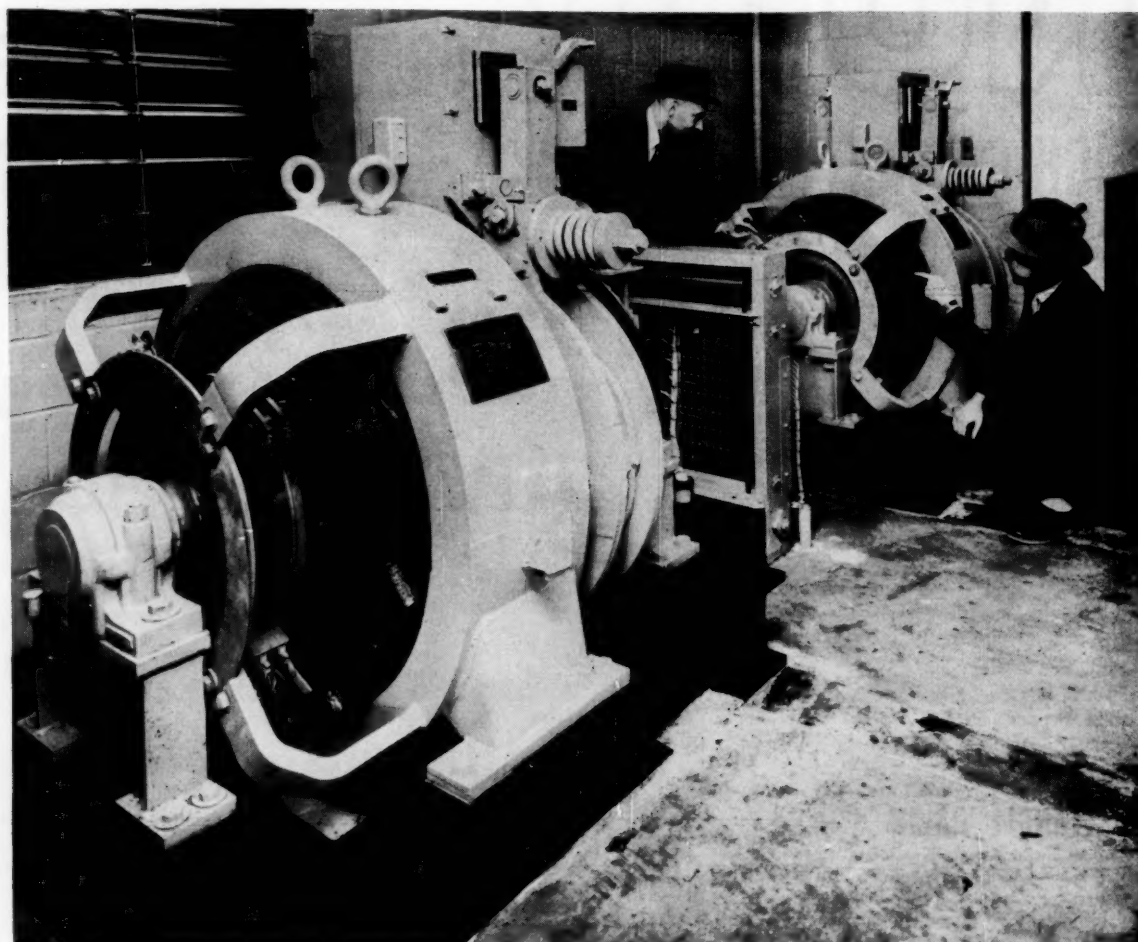
Check these Yale engineering features—built into new Yale High-Capacity Gas Trucks as standard:

- I-beam side members in frame for extra strength.
- Channels mounted on ball-bearing rollers to reduce friction and wear.
- Gear shift lever, plus hoist, tilt and attachment lever at right side of driver. Directional control lever conveniently located on steering column.

New Yale High-Capacity Gas Trucks are available with Fluid Coupling or standard transmission.

R. S. KERR & COMPANY

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Engineers look over elevator power equipment installed by General Elevator Company of Atlanta. Operating throughout the Southeast, the company handles installation of many industrial and business elevators, as well as lifts for passengers, and special applications.

niques among manufacturers, scientists, engineers, operators, salesmen, educators and researchers from the United States and abroad.

Some 500 individual exhibits will depict the latest developments in the field, and approximately 100 informative papers will be presented in a series of technical sessions.

A maintenance instruments, analytical instruments, computers clinic and date handling workshop will complete the well-integrated educational program.

Such coordinated activities as those at this meeting are a vital part of industrial planning to meet future needs and to develop machines which will constantly increase manufacturing efficiency as well as productive capacity.

Plant Machinery, Equipment Firms Located in the South

The following is a list of Southern firms engaged directly or indirectly in the manufacture of plant machinery and equipment. It is entirely possible that some plant names have been omitted. If your plant is not listed below, we invite you to send us full information so that we will have a permanent record of your company in our files.

Because of a pre-determined amount of space for the listing, through neces-

sity, we have listed only those firms with a working force of 250 or more persons. The number of employees of these companies is indicated by the code: D—(250-1,000); and E—(Over 1,000).

ALABAMA

Allis-Chalmers Mfg. Co., Box 790, 2509 E. Broad St., Gadsden, electric transformers, agricultural equipment. (D)

Anniston Ordnance Depot, Anniston, Government supplies, machine shop work. (E)
J. I. Case Co. 10th & Glenaddie Sts., An-

niston, plant equipment. (D)

James B. Clow & Sons, Inc., 1600 National St., Birmingham, special castings, cast iron pressure pipe and fittings; air and brass valves. (D)

Continental Gin Co., 4500 5th Ave., S., Birmingham, Oil mill machinery, cotton gins, handling and conveying equipment. (E)

Dorsey Trailers, Elba, stump pullers, log skidders, tractor attachments, truck trailers. (D)

Goslin-Birmingham Mfg. Co., Inc., 3523 10th Ave., N., Birmingham, special process machinery and equipment, chemical equipment, heat exchangers. (D)

Hardie-Tynes Mfg. Co., 800 20th St., N., Birmingham, mine hoists, heavy machinery. (D)

Jackson Industries, Inc., 3525 10th Ave., N., Birmingham, J. O. Jackson, Pres. Rotary veneer lathes, clippers, sizers, hoists, conveyors. (D)

M & H Valve Fittings Co., P.O. Box T909, Anniston, Chas. S. Martin, Pres. Cast iron water works, fire hydrants, flanges and flange fittings, industrial valves. (D)

Mobile Ship Repair, Inc., Alabama State Docks, Mobile, J. R. Lappington, Pres. Machine shop work. (D)

Standard Forge & Axle Co., P.O. Box 309, Montgomery, lumber carriers, auto castings. (D)

U.S. Pipe & Foundry Co., 3300 1st Ave., N., Birmingham, C. S. Lawson, Pres. Sugar house machinery, fertilizer machinery. (E)

U.S. Steel Co., American Bridge Div., 700 N. 39th St., Birmingham, Harold W. Morgan, Plant Mgr. (D)

Westinghouse Electric Co., Box 132, Montevallo, electrodes, brazing miller metals, flexarc welding. (D)

Worthington Corp., P.O. Box 337, Decatur, Edw. R. Maddock, Mgr. Industrial air conditioners. (D)

ARKANSAS

Arkansas Foundry Co., 1500 E. 6th St., Little Rock, tanks, machine work. (D)

Clary Co., Inc., Searcy, Hugh L. Clary, Pres. Office machinery. (D)

Fairbanks, Morse & Co., Stuttgart, gear drives, pumps. (D)

Norris Mfg. Co., Hot Springs, coin-operated dispensing machines. (D)

Yale & Towne Mfg. Co., Forrest City, E. F. Twyman, Pres. Hoists, hardware, hand trucks. (D)

FLORIDA

Food Machinery & Chemical Corp., Fairway Ave., Lakeland, H. L. Shannon, Pres. Canning machinery, prestressed concrete forms. (D)

Gibbs Corp., Box 4190, Jacksonville, Geo. W. Gibbs, Pres. Floating electric power plants, machine shop products. (D)

Noma Lites, Inc., Noma Spray Div., 1109 N.W. 22nd St., Miami. Lawn sprinkling systems. (D)

GEORGIA

Grinnell Corp., 240 N. Highland Ave., N.E., Atlanta, pipe valves and fittings. (D)

McDonough Power Equipment, Inc., McDonough, William R. Smith, Pres. Textile machinery and parts. (D)

KENTUCKY

American Air Filter Co., Inc., 215 Central Ave., Louisville, air filter, dust control, heating and ventilating equipment. (E)

American Mattress Machine Co., LaGrange, mattress machinery. (D)

Bowling Green Mfg. Co., Russellville Rd., Bowling Green, auto and truck carburetors, fuel pumps, distributors, other small parts. (D)

Browning Mfg. Co., Maysville, power transmission equip., V-Belt drivers, roller chain drives, paper pulleys, coupling and set collars. (D)

Detrex Corp., Box 384, Bowling Green, synthetic dry-cleaning equip. (D)

Fair Scale Co., 1142 Logan St., Louisville, scales. (D)

The Girdler Co., 2820 West Broadway, Louisville, heat exchangers, industrial food products, hi-frequency heating apparatus. (D)

International Harvester Co., Crittenden Dr., Louisville, tractors, motor truck engines. (E)

Logan Co., Louisville, conveying machinery, building iron work, fireplace equip., metal beds, mattresses, summer furniture. (D)

Minneapolis-Moline Co., 1721 South 7th St., Louisville, farm machinery and accessories; repair parts. (D)

Owensboro Ditcher & Grader Co., 120 West 10th St., Owensboro, farm ditchers, terracers, graders. (D)

Precision Tool, Die & Machine Co., Inc., 1435 South Shelby St., Louisville, all types industrial sharpening, screw machine parts, surface grinding, tools, dies, jigs, fixtures. (D)

Henry Vogt Machine Co., 10th & Ormsby Sts., Louisville, drop forged steel valves and fittings; boilers, oil refinery equip., and heat exchangers. (E)

LOUISIANA

Avondale Marine Ways, Service Foundry Div., 416 Erato, New Orleans 13, Edwin Hartzman, Mgr. Sawmill and sugar mill equipment. (D)

Brewster Co., Inc., 740 N. Market, Shreveport, oil field equipment and supplies; machinery. (D)

Delta Tank Mfg. Co., Inc., Box 1469, Baton Rouge, Hal S. Phillips, Pres. Storage tanks, pressure vessels, separators, heaters. (E)

Dixie Machine Welding & Metal Works, Inc., 1031 Annunciation, New Orleans, Julius Szodomka, Pres. Welding, machine work. (D)

Charles Ferran & Co., P.O. Box 943, New Orleans, A.N. Kreih, Vice Pres. Industrial repairs, sandblasting, dynamic balancing, diesel engines. (D)

Gulf Engineering Co., Inc., 1000 S. Peters, New Orleans 13, condensers, filters and filtering equipment, heat exchanges. (D)

Hunt Tool Co., Harvey, special parts. (D)

A. M. Lockett & Co., Ltd., 308 Whitney Bldg., New Orleans 7, Chas. C. Crawford, Pres. Pumping systems, oil burners. (D)

MARYLAND

Franklin Balmar Corp., 3500 Clipper Rd., Baltimore 11, ordnance, steel casting, general machine work. (D)

Black & Decker Mfg. Co., Hampstead, portable electric tools. (D)

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North Atlanta 19, Ga.**



Mike Benton, president of General Elevator Company, Atlanta, was one of the founders of the firm and had headed the operation through a long and sustained period of growth in serving Southern businesses and industries.

Black & Decker Mfg. Co., 695 Penna. Ave., Towson 4, Reconditioning equipment, portable electric tools, impact wrenches.

Crown Cork & Seal Co., Baltimore 24, bottling and food processing equip. (D)
Diecraft, Pulaski Hwy., Baltimore 24, precision parts and assemblies tools dies. (D)

Doughnut Corp. of America, Ellicott City. Bakery equipment. (D)

Flagship Engine Co., Baltimore 22, marine engines. (D)

Flight-Refueling, Inc., Box 1701, Baltimore 3, fuel equip. systems. (D)

Pangborn Corp., Pangborn Blvd., Hagerstown, Victor F. Stine, Pres. Control blast cleaning equip., sand blasting. (E)

Frederick Iron & Steel, Inc., Frederick, Sidney G. Rose, Pres. Pumps, coal stokers, gray iron castings. (D)

Thompson Trailer Corp., Pikesville, electronic equip., derricks and diggers. (D)

Victor Products Corp., 901 Pope Ave., Hagerstown, freezers, room coolers. (D)

Wayne Pump Co., Salisbury, service station equip. (D)

MISSISSIPPI

R. G. LeTourneau (Miss. Div.), Vicksburg, earthmoving machinery. (D)

County McQuay, Inc., Grenada, heating and cooling equipment. (D)

Rockwell Mfg. Co., Tupelo, power tools. (D)

NORTH CAROLINA

Bahnson Co., Box 367, Winston-Salem, A. H. Bahnson, Jr., Pres. Industrial air conditioners; Machinery. (D)

R. H. Bouligny, Inc., Box 2115, Charlotte, O. R. Rowe, Sr., Vice Pres. Special industrial machinery. (D)

General Foundry & Machine Co., 202 Maple Ave., Sanford, J. N. Pomeranz, Vice Pres. Textile machinery. (D)

Long Mfg. Co., Inc., 1907 N. Main St., Tarboro, W. R. Long, Pres. Machinery. (D)

Pneumafil Corp., 2516 Wilkinson Blvd., Wilmington, C. R. Harris, Pres. Textile machinery. (D)

Roberts Co., Box 931, Sanford, Robert E.

Pomeranz, Pres. Textile machinery. (D)

Saco-Lowell Shops, Box 398, Sanford, Harry Smith, Mgr. Textile machinery. (D)

Textron, Homelite Div., Gastonia, chain saws, machinery. (D)

Wright Machinery Co., Holloway St., Durham, J. B. Wilson, Pres. Food products machinery. (D)

OKLAHOMA

Bethlehem Supply Co., Tulsa, oil field equipment, steel fabrication. (D)

American Iron & Machine Works Co., 518 N. Indiana, Oklahoma City, oil field tools, equip., service; oil refinery equip. (D)

Halliburton Oil Well Cementing Co., 2305 Liberty Bank Bldg., Oklahoma City, oil field service, tools, and equip. (D)

Lee C. Moore Corp., 512 Philtower Bldg., Tulsa, oil well equipment, pump units. (D)

W. C. Norris Mfg., Inc., 10 N. Elwood, Tulsa, oil well supplies, machine shop job work, welding fabrication job work. (D)

Reda Pump Co., 509 First St., Bartlesville, A. Arutunoff, Pres. Gray-iron, bronze and aluminum castings; oil field equip.; electric motors. (D)

Wysong & Co., Greensboro, sheet shears.

SOUTH CAROLINA

Draper Corp., E. Spartanburg, loom parts. (D)

Poinsett Lumber Mfg. Co., Anderson, household sewing machines. (D)

Saco Lowell Shops, Easley, textile machinery. (D)

Southeastern Loom & Machine Works, Greenwood, textile machinery. (D)

Steel Heddle Mfg. Co., Greenville, textile machinery and parts. (D)

TENNESSEE

AVCO Mfg. Corp., Crosley Div., Berry Field, Nashville. Aircraft sub-assemblies, laundry appliances. (E)

Cavalier Corp., 343 W. 1st St., Chattanooga, electric space heaters. (E)

Chattanooga Textile & Machine Co., 2442 Broad St., Chattanooga, textile machine parts.

Combustion Engineering, Inc., 911 W.

Main St., Chattanooga, chemical recovery units, pulverizing and drying equipment, high pressure generating equipment.

Dempster Bros., Inc., P.O. Box 3127, Knoxville, Thomas G. Shea, Pres. Dempster-Dumpsters. (D)

International Harvester Co., Memphis, R. G. Mahal, Pres., farm implements. (E)

J & J Mfg. Co., Memphis, T. E. Jackson, Pres. Grease guns.

Koechring Southern Co., Chattanooga, construction equipment. (D)

Layne & Bowler, 1993 Chelsea Ave., Memphis, J. I. Seay, Pres. Vertical turbine pumps, well screens, welded pipes. (D)

Mueller Co., Columbia Iron Works Div., 2501 Chestnut St., Chattanooga, O. E. Walker, Pres. Cast iron gate valves, hydrants, sluice gates. (D)

Pidgeon-Thomas Iron Co., Memphis, Frank Pidgeon, Sr., Pres. Overhead cranes. (D)

Precision Tool Co., Inc., Memphis, production machining, tools, dies, jigs, fixtures. (D)

Ross-Meehan Foundries, 1601 Carter St., Chattanooga, iron and steel castings, pattern and machine shop. (D)

Rotary Lift Co., Memphis, Hugh Allan, Pres. Hydraulic elevators, lifts. (D)

Sanford-Day Iron Works, Inc., Box 1511, Knoxville, P. S. McCallen, Pres. Mine haulage equipment, oars. (D)

Temco, Inc., Nashville, gas heaters, floor furnaces, wall heaters, clothes dryers, job enameling. (D)

The Wheland Co., Chattanooga, oil well and saw mill machinery. (E)

TEXAS

ACF Industries, Inc., W-K-M Div., Missouri City, J. S. Downs, Pres. Gate and plug valves, machinery. (E)

Alamo Iron Works, Box 231, San Antonio, Melrose Holmgreen, Pres. Boilers. (D)

ALCO products, Inc., Beaumont, oil field and petroleum refining equipment. (D)

American Conveyor Co., Ft. Worth, Marvin Williams, Pres. Oil mills, screw conveyors.

American Mfg. Co. of Texas, Ft. Worth, oil field machinery and tools, air and gas compressors. (D)

Bello Industrial Piping Co., Houston, fabricated pipe and fittings. (D)

Bethlehem Supply Co., Corsicana, oil field machinery and tools. (D)

Cabot Shops, Inc., Kings Mill, pumps, air and gas compressors. (D)

Cabot Shops, Inc., Pampa, R. A. Baker, Vice Pres. Oil field service and drilling equipment, pumping equipment. (D)

Cameron Iron Works, Houston, oil field machinery, valves and fittings. (E)

Carrier Corp., Bryant Div., Tyler, water and unit heaters, floor and attic furnaces, air conditioners, stone coolers. (D)

Chicago Pneumatic Tool Co., Ft. Worth, bits, reamers, drill collars. (D)

Comfort Products Corp., Dallas, refrigerators, air conditioners. (D)

Consolidated Metal Products Co., Houston, blowers, exhaust and ventilating fans. (D)

Continental-Emsco Co., Houston, Radio, tv, radar and high line towers, oil field equipment. (D)

Continental Gin Co., Dallas, G.P. McCarty, Vice Pres. Cotton gin machinery, material handling carts. (D)

Dearborn Stove Co., Dallas, D. O. Tomlin,



Here's a new approach to flooring. Workers at the Shreveport flooring plant of the Forest Products Division of Olin Mathieson Chemical Corporation are shown as they strap flooring into palletized units for shipment to users. An innovation in the flooring industry, pallets of flooring cut handling and construction costs for the builder.

Pres., gas space heaters, evaporative coolers. (D)

Ft. Worth Steel & Machinery Co., Ft. Worth, mechanical power-transmission equipment, special industrial machinery. (D)

Friedrich Refrigerators, Inc., Air Conditioning Div., San Antonio, Reese Harrison, Pres. Air conditioning, commercial refrigerators. (E)

General Electric Co., Tyler, air conditioning equipment. (D)

Geotechnical Corp., Dallas, W. B. Heroy, Sr., Pres. Geophysical instruments, magnet charter instruments, seismic instruments, timing machines. (D)

Fritz W. Glitsch & Sons, Inc., Dallas, special industrial machinery. (D)

Guiberson Corp., Dallas, oil field machinery, valves and fittings. (D)

Hardwicke-Etter Co., Sherman, special industrial machinery, construction and mining machinery. (D)

Hardy-Griffin Eng. Corp., Houston, John F. Hardy, Pres. Sealed tubing joints for oil industry. (D)

Houston Oil Field Material Co., Inc., Houston, Oil field machinery and tools. (D)

J. M. Huber Corp., Borger, oil field machinery, tools. (D)

Hughes Tool Co., Houston, oil field machinery, tools. (E)

Ideco, Div. of Dresser Industries, Beaumont, oil field machinery, tools. (D)

Intercontinental Mfg. Co., Inc., Brady, industrial machinery, equipment; commercial laundry, dry-cleaning machines. (D)

Lennox Furnace Co., Ft. Worth, furnaces, air conditioning equipment. (D)

R. G. LeTourneau, Inc., 2399 S. MacArthur, Longview, R. H. LeTourneau, Vice Pres. Diesel-electric Rubber-tired trackless trains. (E)

Lufkin Foundry & Machine Co., Lufkin,

W. W. Trout, Pres. Industrial gears, gas engines, oil well pump equipment. (E)

McEvoy Co., Houston, oil field machinery, tools; valves and fittings. (D)

M-H Equipment Co., Inc., 707 Fabrication St., Dallas, J. B. Hutchinson, Pres. Plant machinery. (D)

Mission Mfg. Co., Houston, pumps, air and gas compressors, oil field machinery, tools. (D)

John E. Mitchell Co., Dallas, special industry machinery. (D)

Murray Co. of Texas, Inc., Dallas, J. K. McDonough, Pres. Prefab steel buildings, cotton gin machinery. (D)

Reed Roller Bit Co., Houston, oil field machinery, tools. (E)

Roberts Pipe & Supply Co., Houston, fabricated pipe, fittings. (D)

San Antonio Machine & Supply Co., San Antonio, C. C. Krueger, Pres. Marking devices, meter, valve and metal boxes. (D)

Security Engineering, Div. of Dresser Operations, Dallas, oil field machinery, tools. (D)

Southwest Fabricating & Welding Co., Inc., Houston, Fred W. Belz, Pres. Pipe fabricators. (D)

Todd Shipyards Corp., Houston, agricultural machinery, pumps, gas and air compressors. (D)

U.S. Steel Corp., American Bridge Div., Orange, C. W. Lee, Vice Pres. Steel gas transmission pipe. (E)

Wichita Engineering Co., Wichita Falls, Graham H. Brown, Vice Pres. Oil field equipment. (D)

Wilson Mfg. Co., Wichita Falls, oil field machinery, tools. (D)

Wyatt Metal & Boiler Works, Dallas, Raleigh Hortenstine, Pres. Petroleum refining equipment, chemical industry equipment. (D)

VIRGINIA

Duroflex, Inc., Buena Vista, punching trades machinery and equip., mechanical measuring and controlling instruments. (D)

Enterprise Wheel & Car Corp., Bristol, Fabricated structural steel products and machine shop. (D)

Monroe Calculating Machine Co., Box 191, Bristol, computing machines, cash registers. (D)

Newport News Shipbuilding & Dry Dock, Newport News, Paper making machinery, wool cards, pressure vessels, iron and steel forgings. (E)

Richmond Engineering Co., Inc., Richmond, filter separators, pressure vessels, heat exchangers, storage tanks. (D)

Virginia Metal Products, Inc., Orange, conveyors and conveying equip., doors and frames. (D)

Walker Machine & Foundry Corp., 2415 Russell, Roanoke, machine shop jobbing and repair; gray iron foundry. (D)

Westinghouse Electric Corp., Staunton, refers, refrigeration and air conditioning equip. (D)

WEST VIRGINIA

Fairmont Machinery Co., 10th & Belt Line, Fairmont, mine equipment. (D)

Gravelly Tractors, Inc., Dunbar, power brushes, garden tractors, power mowers, orchard sprayers, snow plows. (D)

Kanawha Mfg. Co., 1520 Dixie St., Charleston, mine cars, equip. (D)

Parkersburg Rig & Reel Co., Parkersburg, oil well supplies; prefab metal buildings. (E)

Sheet Metal Specialty, Follansbee, lockers, cabinets, shop equip. (D)

Valley Machine Co., Inc., Wheeling, machine tools, machine work. (D)

Wheeling Machine Products Co., Elm Grove, Wheeling, irrigation risers, pipe couplings and nipples. (D)

INDUSTRIAL SOUND FILMS ORGANIZED BY ATLANTANS

ATLANTA. A new corporation combining the resources and talents of two well-known firms has been organized here to offer specialized motion picture production services to firms and organizations throughout the nation.

The new concern, Industrial Sound Films, Inc., is jointly owned by George M. Kirkland and H. McKinley Conway, Jr., both young men in their thirties who have already achieved notable business success. Kirkland has gained a following in the film industry as President of International Sound Films, while Conway is widely known as President of Conway Publications.

Complete Services

Industrial Sound Films will offer complete film production services, with expert field camera crews, professional script and sound track personnel, and outstanding technical and business research facilities. The company already has several films in the planning stage and will undertake a number of new productions within the next few months.

According to the founders, Industrial Sound Films will be the first company in the nation to specialize in production of films for area and industrial development organizations. Both Kirkland and Conway have had wide experience in assisting cities and areas desiring to attract new industries.

Kirkland, who will act as President and chief executive of the new firm, has made color films for several state governments, as well as for local chambers of commerce from Georgia to Colorado.

Conway, who will act as Board Chairman and chief development advisor, is editor and publisher of the national magazine INDUSTRIAL DEVELOPMENT, and of MANUFACTURERS RECORD, the South's oldest business magazines founded in 1882.

Conway is also well-known in the region as Director for six years of the Southern Association of Science and



George M. Strickland (left) and H. M. Conway, Jr., both of Atlanta, principals in new industrial film company.

Industry, a 15 state development organization.

Industrial Sound Films will have headquarters here at the offices of Conway Publications in North Atlanta. Other offices and representatives are located in New York, Chicago, Baltimore, Washington, San Francisco, Los Angeles, and Orlando.

Variety of Films

In addition to specialized films for industrial development agencies, Industrial Sound Films will produce a variety of films for manufacturers and other business firms. Films will be made for use in external public relations, sales promotion, personnel training, and operations analysis. Almost all work will be done in full color, but such films will be suitable for TV use in black and white.

Expressing enthusiasm regarding the new service, Kirkland said "We expect to occupy a position of leadership in a fast-growing industry serving the fastest-growing sections of the nation".

Exhibits, Pageants Spark Roanoke's Anniversary Event

ROANOKE, VA.—Highlighting the seventy-fifth birthday observance of the City of Roanoke will be the largest industrial exhibit ever staged in the State of Virginia.

Sponsored by the Roanoke Diamond Jubilee, Inc. a committee composed of business and civic leaders in the city, the exhibit has been named Index '57 and will attract approximately 150 manufacturers, industries, services and transportation firms.

Altogether, 164 inside spaces and 50 outside spaces have been assigned. The exhibit will be held underneath the stands at Victory Stadium, in the adjacent and newly-completed National Guard Armory as well as on the surrounding grounds.

While the exhibit itself will point out the remarkable growth of Roanoke in just 75 years as an industrial and transportation center, a large number of exhibitors will come from throughout Western Virginia.

Ribbon Cutting Set

The exhibit will open on Saturday, June 15, at noon with the Thomas B. Stanley, Governor of the Commonwealth of Virginia, cutting the ceremonial ribbon, and will remain open each day thereafter until 8 o'clock p.m. Following the exhibit each evening will be a gigantic pageant with a cast of more than 3,000 persons depicting the Past, Present, and Future of the City of Roanoke.

There will be no admission charge to the exhibit and special invitations have been extended throughout Virginia and the surrounding states. An estimated attendance of 75,000 is predicted.

Sponsors of the exhibit are hopeful that it can be perpetuated as a biennial affair and, if so, will be open to industry and manufacturing from throughout the state. R. H. Smith, president of the Norfolk and Western Railway Company is serving as chairman of the industrial exhibit committee. The vice chairman is L. E. Ward, Jr., the Norfolk and Western's Industrial and Agricultural Manager.



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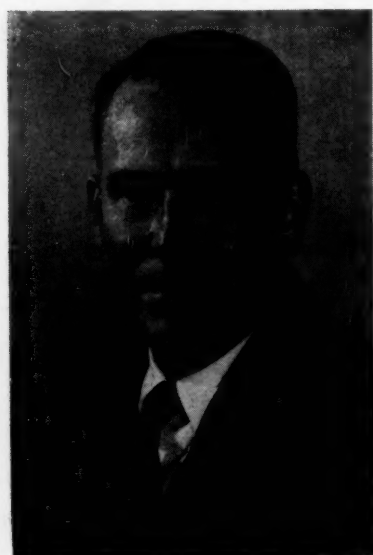
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W. E. Dimmock, new president of the National NuGrape Company, of Atlanta.

NUGRAPE NAMES W. E. DIMMOCK

ATLANTA.—W. E. Dimmock has been named president of the National NuGrape Company, of Atlanta, manufacturer of soft drink concentrates for more than 500 franchised bottlers in the United States, Canada, West Indies and other countries throughout the world.

The announcement was made following a meeting of the board of directors at which other officers of the company were re-elected for the coming year. Earlier, at a meeting of stockholders, all of the company's directors were re-elected.

Creation of a new bottling division with Hamilton Harris as vice-president in charge was also announced. Harris will be in charge of company plants located in Atlanta, Dallas and Los Angeles.

Dimmock, formerly executive vice-president of the National NuGrape Company, succeeds the late W. R. Sullivan, who founded the present firm in 1933, and headed it until his death last August 3.

Officers re-elected at the meeting include E. A. Randall, vice-president and sales managers; Harris, vice-president—bottling division; W. G. Grant, secretary and advertising director; L. I. Butler, treasurer, and A. L. Pennington, controller.

OTHER NEWSMAKERS:

A. D. Stewart—Retired May 1 as general-storekeeper for the Norfolk and Western Railway Company. Stewart, who first joined the road in 1905, has been succeeded by M. F. Stewart, formerly assistant general storekeeper.

John S. Ivy—Elected to the board of directors of Texas Eastern Transmission Corporation. Ivy is a Houston, Texas, consulting geologist and petroleum engineer.

J. Guy LaVergne—Promoted to chief engineer of Escambia Chemical Corporation in Pensacola, Florida. He has been with Escambia since August, 1955.

Eugene M. Neely—Elected president of William M. Bailey Company, engineers, Pittsburgh, Pennsylvania. He succeeds William M. Bailey who moved up to chairman of the board.

Roy Mackenzie—Named manufacturing manager of the Georgia Division of Lockheed Aircraft Corporation, Marietta. A 30-year veteran of the aircraft industry, Mackenzie has been with Lockheed for 20 years.

Dr. J. J. McKetta, Jr.—Received a National Science Foundation grant of \$28,700 to study the distribution of water, carbon-dioxide and hydrogen sulfide in petroleum hydrocarbon mixtures at high pressures. He is the University of Texas chemical engineering department chairman.

Nils H. Lou—Named manager of manufacturing for the parts division of Reynolds Metals Company at Louisville, Kentucky. He previously had been with Republic Aviation.

W. Adrian King—Appointed general sales manager of the Industrial Chemicals Division of Olin Mathieson Chemical Corporation, Baltimore. He previously was manager of the division's automotive products department.

W. M. Elmer—Elected executive vice president of Texas Gas Transmission Corporation, with headquarters at Owensboro, Kentucky. He moved up from the position of senior vice president of the company.

Leslie F. Zsuffa—Appointed chief engineering advisor for the Southeastern regional office of the Small Business Administration. Zsuffa organized the public relations department of the Georgia Institute of Technology 12 years ago and had headed that department till his latest move. He will continue to reside in Atlanta.

David T. Hedges—Re-elected secretary of the Houston area chapter of the Texas Manufacturers Association. Hedges is vice president of the First City National Bank of Houston.

Ernest R. Mitchell—Elected president of the Kentucky Chamber of Commerce. Mitchell is manager of Union Light, Heat & Power Company at Covington. Raymond D. Wallace, workers manager of the Spencer Chemical Company, Henderson, is the new first vice president of the chamber.

Harold E. Collins—Elected to the 1957-58 board of the American Society of Tool Engineers. Collins, chairman and ASTE president, is foreign operations manager of the Hughes Tool Company, Houston.

Austin E. Penn—Elected a director of Union Trust Company of Maryland. He is executive vice president of the Baltimore Gas & Electric Company.

George Wesley Jones, Jr.—Named representative for the Southern Lightweight Aggregate Corporation, Richmond, in the western halves of Virginia and North Carolina.

Bob O'Rourke—Elected president of the Houston Chapter, Associated General Contractors of America, Inc. He is vice president of O'Rourke Construction Company, and head of the firm's Houston operations.

Books and Reports

It Could Happen Only in the U. S. By Benjamin F. Fairless, former chairman of the board of United States Steel Corporation. Time, Inc., New York. 44 pp.

A Handbook of Hard Metals. By W. Dawihl, Ph.D. Philosophical Library, Inc., 15 East 40th Street, New York 16, New York. 162 pp. \$10.

Satisfying the Salaried Employee. A practical manual for building better relations with all categories of white collar people. Industrial Relations Division, National Association Manufacturers, 2 East 48th Street, New York, N. Y. 64 pp. 50 cents.

Forest Insect Conditions in the Southeast During 1956. By W. F. McCambridge and R. J. Kowal. Southeast Forest Experiment Station, U. S. Department of Agriculture, Asheville, North Carolina, 7 pp.

A Study of the Rank and Composition of Alabama Coals Analyzed by the U. S. Bureau of Mines since 1925. By Reynold Q. Shotts. Alabama State Mine Experiment Station, School of Mines, University of Alabama. 68 pp.

Electrical Resistances of Thin Metal Films Before and After Artificial Aging by Heating. By Richard B. Belser. Engineering Experiment Station, Georgia Institute of Technology, Atlanta, Ga.

Volume 10 of the Chemical Formulary. Edited by H. Bennett. The Chemical Publishing Company, Inc., 212 Fifth Avenue, New York 10, N. Y. 384 pp.

The Marketing and Production of Charcoal in Texas, 1955 and 1956. By Bill R. Shelton and James R. Bradley. Texas Engineering Experiment Station, College Station, Texas. 14 pp.

Nuclear Power Engineering. By Henry C. Schwenck and Robert H. Shannon. McGraw-Hill, 327 West 41st Street, New York 36, N. Y. 344 pp. \$6.50.

Natural-Gasoline and Cycling Plants in the United States. By I. F. Avery and L. V. Harvey. United States Department of the Interior. Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 11 pp. 15 cents.

Silicones in Medicine and Surgery. By Rob Roy McGregor, Ph.D. Dow Corning Corporation, Midland, Michigan. 44 pp.

The Relationship of Silicon and its Properties to the Electronics Industry. By Dr. Donald R. Mason. Aries Laboratories, Inc., 41 East 42nd Street, New York 17, N. Y. 18 pp.

Electrochemical Preparation of Boron. By Nelson F. Murphy, Richard S. Tinsley and George F. Meehagham. Virginia Polytechnic Institute, Blacksburg, Virginia. 18 pp.

Organizing the Research Function for Profit. American Management Association, Inc., 1515 Broadway, Times Square, New York 36, N. Y.



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For a reliable company we will put up plant to your specifications and provide rent-free for a reasonable period. You won't have any labor problems if you locate with us. MR Box 60-105.

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EXECUTIVE

Experienced in welfare and pension fund administration, labor relations, originating and co-ordinating of various aspects of management. Including sales, costs, and general administration. Willing to relocate. Write in confidence. MR Box 60-110.

MANAGEMENT EXECUTIVE

Aggressive Chamber of Commerce Manager with 5 years experience in developing people and programs; markets for products, both industrial and agricultural. Journalistic, Industrial Development, Advertising, Science background. A.B. degree. Age 32. Married. Salary open. South or Southeast location. For complete resume write MR Box 60-106.

SALESMAN

Presently employed by same company for past 10 years in specialty selling, desires to make change for better opportunity. Interested in potential of at least \$10,000 to start. Age 39, married, two children. Own home. Willing to travel or relocate in Southeast. AGENCY. Box MR 60-113.

Controller

Seven years assistant controller for large textile manufacturer with 15 branches. Responsible for cost accounting functions, preparation of budgets, analyses, projections and investigations for top management in establishing sales, manufacturing and expansion policies. Also 13 years experience as chief cost accountant for another textile company. Member NACA. In forties, married with family. College graduate. Desired salary \$14,000. Contact Box MR 60-128. AGENCY.

Management Executive

Formerly vice-president and division managers of multi-plant electrical equipment and components manufacturer. For past 2½ years was in complete charge of Southern plant employing over 800 persons, having selected the plant site, supervised construction, planned and executed transfer and installation of machinery and equipment. Selected and trained supervisory staff and built an organization. Prior to this assignment he was Vice-President in charge of sales and advertising for some company. B.S., E.E., Age 50. Salary \$30,000. Confidential information on request. MR BOX 60-127 AGENCY.

CHIEF METALLURGIST, LABORATORY MANAGER

Age 49, married. B.S. Chem. Engrg. Will relocate. 22 years with large independent automobile mfgs. Reported directly to V. P. Mfg. Directed all metallurgical research and development for all divisions: Automotive, marine, diesel engines, and aircraft gas turbines. Present salary \$20,000. AGENCY Contact Box 60-137.

POSITIONS AVAILABLE

ENGINEERS

Design and Construction

Newly formed subsidiary of major oil company has immediate openings for graduate engineers experienced in petrochemical and refinery design and construction. Due to expansion of petrochemical activities, unusual career opportunities are available for qualified men at junior, intermediate and advanced employment levels.

Forward complete employment resume together with recent photograph, details concerning age, marital status and education background. All replies will be confidential and interviews for qualified applicants will be arranged at Southwest plant site. BOX MR 60-115.

ENGINEERING EXECUTIVE

Our client is looking for an engineering executive to supervise the assignment and work of engineering consultants in diversified fields. A broad knowledge of mathematics, physics, and engineering is required with ability to handle qualified personnel and inspire them to use their abilities to their fullest extent. All inquiries will be held in strictest confidence. For further information contact MR BOX 60-111.

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Legal reserve life insurance company with \$21,000,000 assets has opportunity for man in his thirties whose education and experience qualify him to develop into its chief investment officer. College graduate preferred. Knowledge of mortgages not required. Duties include analysis and purchase of bonds, stocks, and private placements. Modern air-conditioned home office located in city of comfortable size and mild climate. You may address inquiries in strict confidence to: MR Box 60-112.

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Representation for Southeast and Southwest for MANUFACTURERS RECORD and INDUSTRIAL DEVELOPMENT. Houston or Dallas office desired to sell advertising space for these two publications in the fastest-growing market area in the country. High potential for aggressive salesmen — must know the advertising field. Send resume giving full particulars to:

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Comptroller 28-35 (CPA) Atlanta Owned Company. Atlanta headquarters. Must have experience in corporate finance, budget control, taxes, insurance, etc. Old established firm rapidly expanding throughout Southeast. To start—approximately \$7,500. BOX 60-109 AGENCY.

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DIRECTOR OF PURCHASES

The administrator with diversified purchasing experience is invited to investigate this newly created position on the headquarters staff of a leading West Coast multi-plant corporation in the packaging and building materials field. For additional information and a confidential survey of your requirements, please write: BOX MR 60-105.

IMPORTANT

When replying to classified advertisements with no address given, write MR Box, Conway Publications, North Atlanta, 19, Georgia.

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Experienced, capable — set up system. Headquarters, Atlanta. Salary commensurate with experience and ability, up to \$10,000. Prefer college man, age 28 to 38. Send resume and small photo to MR 60-116 AGENCY.

EXECUTIVE RECRUITER

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SUPERVISING ACCOUNTANT

Capable of supervising staff and maintaining accounting procedures and controls to cover all operations of company located in resort area. All replies will be kept fully confidential. Write MR Box 60-224.

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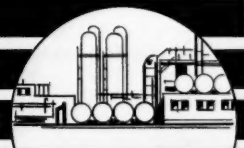
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**Colonel
M. R.
Says**

NERVOUS

At Grady Hospital in Atlanta an old Negro man was registered for treatment of a nervous ailment. One of the first meals served to him included a bowl of quivering Jello. He took one look and refused to eat it.

After a nurse demanded an explanation, he replied: "I ain't going to eat nothing that's more nervous than me."

FALSIES

At a department store in Richmond a man was shopping for a birthday present for his wife. He knew she wanted a certain kind of medallion, but the name of the thing had escaped him as he wandered around, so he was happy to spot a salesgirl who had a medallion hanging from a chain around her neck.

He went up to her, pointed to it, and asked: "What do you call those things and where do you buy them?"

The girl hung her head, blushed, and replied: "Falsies, second floor, lingerie."

DUCKY

A disturbed woman made an appointment with a psychiatrist in Louisville. As she was ushered into the doctor's office the attendant noticed that she had a duck on a leash but, being accustomed to odd things in his work, the attendant said nothing.

The Psychiatrist asked the woman to be seated, then inquired: "What seems to be your trouble?"

"Oh, it's not me, doctor," she assured him. "It's my husband. He thinks he's a duck."

GOING WEST

A very attractive young blonde miss was standing at a corner in Birmingham waiting for a bus when a multicolored sports car skidded to a stop at the curb in front of her.

"Hello, beautiful," the young man at the wheel hailed her. "I'm going west."

"How nice for you," she said coolly, "do bring me back a cowboy pistol."

ANCESTRY

The young man at the Charleston cocktail party was bragging loudly about his fine ancestry. "As a matter of fact," he told the group gathered around him, "I sprang from a long line of peers."

"That's nothing," came a voice from the rear. "My grandfather jumped off a wharf."

TASTE

Salt is a commodity which if it's not on potatoes makes them not taste as well as if.

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